



# Every team is now a service team

How 24 Hour Fitness uses  
Jira Service Management  
to empower teams

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## The world has changed. Every team is now a service team.

Previously, people worked in offices, with teammates all around. When a person needed help, they asked the person next to them or just walked down the hall. Now, people work in teams, hybrid or fully remote.

Offices before



Offices now



## How people work has changed service management

**Before: Only IT and customer support need service desks**



**Now: Every department provides services across the business**

“In this new world, it’s not just IT and customer support teams that need to be thinking about service management, but every department.”

*Jehan Gonsalkorale, Senior Product Manager, Jira Service Management*

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## What is Enterprise Service Management and why does it matter to non-tech teams?

Enterprise Service Management—often referred to as ESM—is the extension of IT Service Management (ITSM) principles that enables better service delivery for business teams like Human Resources (HR), legal, facilities, marketing, and finance. ESM builds on IT workflows so all kinds of teams can better manage service demand and delivery with a service management tool.

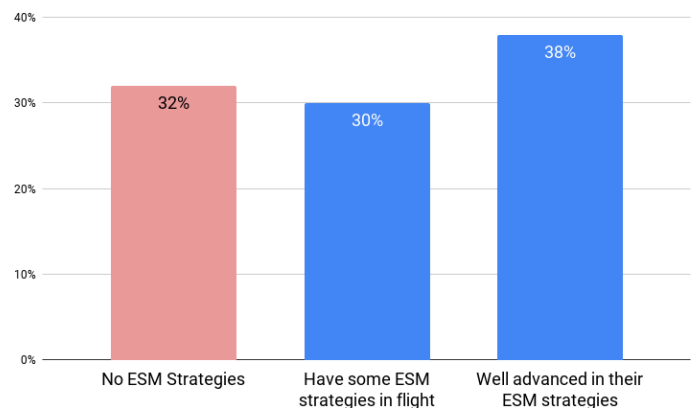
### Requests from various teams make up just a few of the hundreds of ESM use cases



Teams often attempt to manage requests in an ad hoc manner—like a Facilities Department using email as the channel to take in employee requests for more office supplies. This can work for a while, but it doesn't scale. Eventually, help seekers and service teams alike become frustrated with the inefficiency and lack of transparency in this approach.

Recognizing that this way of doing things isn't working, teams and enterprises will look to develop service management strategies along with adopting new tools and processes. **Today, 68% of companies have an ESM strategy, according to a 2021 survey from the Service Desk Institute.**

### More companies are prioritizing ESM



Service Desk Institute, 2021

# How 24 Hour Fitness uses Jira Service Management to empower teams

## Why business teams are also using Jira Service Management

As teams beyond IT look for service management tools, many are embracing Jira Service Management because it's flexible and easy.

Here are three reasons non-tech teams also choose Jira Service Management:

- **They can leverage what IT has already set up.** This includes the help center, configurations, workflows, custom fields, SLAs, calendars, and more. Teams aren't starting from scratch.
- **Team leads can own their service desks.** Jira Service Management empowers leads from any team to manage their own service desk.
- **They can take advantage of templates and AI.** With Jira Service Management's customizable, AI-powered templates, teams can quickly get started addressing a range of needs.

## How Jira Service Management makes service management easy for any team to deliver service

Templates and AI make it so teams can get started without the need to code or configure.

Use one of Jira Service Management's many customizable templates for your common use cases. Not sure where to begin? Our AI assistant can provide suggestions to help you get going. This means any team can make the most of features like request workflows, dynamic forms, automation, the Virtual Agent, and reporting.

There are also Jira Service Management templates for all kinds of service teams, including [HR teams](#), [legal teams](#), [facilities teams](#), [marketing teams](#), and [more](#).

## Atlassian Assets is flexible enough to manage all kinds of components teams need in their service delivery

Atlassian Assets helps connect the dots (whether it's people, hardware, buildings, or any type of assets managed in a business environment) and supplies information and context about those assets. **Assets is a database of anything and everything**, and provides the connective tissue for an entire business.

Assets can be used for ESM use cases involving HR, facilities, finance, and much more. With Assets, service teams can populate forms with information automatically, improve automation rules, and give service teams greater context when resolving requests.

### Jira Service Management empowers businesses

1. All teams are becoming service teams
2. Templates and AI make it easy to get started
3. Assets takes it to another level

Read on to learn how 24 Hour Fitness switched to Jira Service Management.

# How 24 Hour Fitness uses Jira Service Management to empower teams

## CASE STUDY:

### How 24 Hour Fitness switched to Jira Service Management

24 Hour Fitness, a leading fitness chain with locations across the United States, deployed Jira Service Management and Assets to improve its service delivery. James Gambrell, senior manager of application engineering at 24 Hour Fitness, shared more at Atlassian's Team 24 conference.

#### About 24 Hour Fitness

- Second largest fitness chain in the U.S., in business over 40 years
- Has a large department dedicated to building and delivering software
- Previously practiced more centralized service management for 25 years using BMC Remedy
- Switched to Jira Service Management with support from partner, FMX Solutions
- Decentralized admin, empowered teams, and transformed users into owners with Jira Service Management



### Decades of challenges: Silos and inefficient handoffs

For 25 years, the IT team at 24 Hour Fitness used BMC Remedy. During this time, the small centralized IT group was responsible for managing all services for all departments, resulting in an administrative bottleneck.

Inefficient and ineffective processes posed the risk of creating a poor member experience. When a member's ability to enter a 24 Hour Fitness club is dependent upon functional software and equipment, the IT team could not afford to have these bottlenecks.

The disruption of the 2020 pandemic provided an opportunity to change how 24 Hour Fitness managed its work. The IT team developed a future vision based on the idea that **teamwork is endemic to success**.

This future vision included a service management transformation for 24 Hour Fitness, empowering users to take ownership of their service experience and to lay the foundation for Enterprise Service Management.

Based on this vision, 24 Hour Fitness' IT team knew their legacy application was not adequate. They adopted Jira Service Management with the support of [FMX Solutions](#), an expert Atlassian partner.

#### 24 Hour Fitness: Past, Present, Future Vision

##### Past

Silos of services and inefficient handoffs

##### Present

Dev and Ops working together, more teams joining Jira Service Management

##### Future

Usership is the objective, visible work is the key result

## How 24 Hour Fitness uses Jira Service Management to empower teams

### Switching to Jira Service Management from BMC Remedy helped 24 Hour Fitness reduce costs, improve collaboration, and empower all users as owners

From BMC Remedy	To Jira Service Management Cloud	Comment from James Gambrell, Senior Manager, Application Engineering, 24 Hour Fitness
No budget	Save 37% per year	We saved 37% of our overall budget per year by collapsing multiple applications into one—Jira Service Management.
Small IT team	Partnered with experts	We became more than a small IT team. We became a team of many, and that is a game changer.
Centralized control tower	Decentralized admin	No more control tower. We built a community of team members working together.
Users	Owners	We said, “We don’t think of you as users anymore. We think of you as owners. You own this.”
Silos	Collaboration	Silos are gone. Now team members talk to each other.
CMDB	Assets	We have a mindset of Assets. We think of Assets as everything.

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“It’s no longer an IT solution. It is 24 Hour Fitness turning into an enterprise service management solution.”

*James Gambrell, Senior Manager, Applications Engineering, 24 Hour Fitness*

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# How 24 Hour Fitness uses Jira Service Management to empower teams

## Assets was critical to achieving 24 Hour Fitness' goals

24 Hour Fitness had three priority use cases that required implementing Assets along with Jira Service Management automation. With the help of FMX, 24 Hour Fitness created three business-specific configurations in Assets that streamlined automation for faster, more effective service delivery:

<b>1</b>	<b>Employment data</b>	Importing employment data into Assets allows automatic creation of onboarding tickets and provides context to agents.
<b>2</b>	<b>Hardware devices</b>	Automation rules allow the warehouse team to easily keep the status of each device current.
<b>3</b>	<b>Lookup tables</b>	Automation rules can be more complex and edit issues with dynamic data by storing lookup data in Assets.

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“[With Assets], we now have context for the agent. They know exactly what laptop belongs to me when I raise a ticket . . . It’s all right there in the system.”

*Rick Westbrook, Principal Engineer, Applications Engineering, 24 Hour Fitness*

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Switching to Jira Service Management has transformed service management at 24 Hour Fitness. It’s a game-changer, empowering teams, turning users into owners, increasing speed, and lowering costs.

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### Learn more

Learn more about [Jira Service Management for ESM](#)

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