



# Giva: help desk and customer service as it should be.

Service management company relies on Adobe ColdFusion to build a world-class, cloud-based help desk and customer service platform.



"Adobe ColdFusion provides security features out of the box that make protecting our application from SQL injection, XSS, and CSRF attacks a simple process."

*Ron Avignone, Founder, Giva*

robust, fast & painless reporting for higher quality decision-making

deploy in days, train in 1 hour

highly customizable without programming or consultants

the Giva difference

[LEARN MORE](#)

## SOLUTION

Adobe ColdFusion Enterprise Edition

## RESULTS



### SECURITY

Provided lock-tight security, including HIPAA compliance

**60%**  
DECREASE

### RAPID DEPLOYMENT

Most customers experience a 60% decrease in time to deploy Giva as compared to other help desk or customer service systems



### ROBUST REPORTING

Reporting, analytics, and dashboards quickly measure individual and team productivity, responsiveness, and customer satisfaction



### INFORMATION, ANYWHERE

Cloud-based service lets people access information on any device when they need it, anywhere in the world

## Giva

Established in 1999

Employees: 60

Sunnyvale, California

[www.givainc.com](http://www.givainc.com)

### CHALLENGES

- Keep up to date on rapid application development environment with easy customization
- Help ensure security and ease of use for time-pressed and security-conscious markets such as hospitals, healthcare, and other security minded industries
- Quickly measure team and individual productivity, responsiveness, and customer satisfaction

### No time to spare

When physicians need access to electronic medical records or images there's often no time to spare. For most professionals—whether they are lawyers, client service managers, and others—rapid access to applications and infrastructure is also vital. That is where the HIPAA-compliant Giva Service Management Suite™ comes in, with its collection of cloud-based applications that include IT Help Desk, Customer Service, Knowledge Base, Hardware and Software Asset Management, Change Management, and mobile modules.

“We specialize in serving healthcare, hospitals, and other high security minded markets,” says Ron Avignone, Founder, Giva. “Our customers demand very high security to manage protected health information (PHI) or highly confidential business information. Their needs are constantly evolving due to rapid technology changes, rising consumer expectations, competitive market forces, HIPAA and Affordable Care Act government regulations, and security requirements. It’s our job to stay ahead.”

### Robust security

Giva applications are HIPAA compliant and offer strong security and compliance for hospitals and healthcare organizations, and rock-solid security for many other non-regulated industries. To keep pace with changing industry requirements, the company continues to add new innovative features requested by customers.

For instance, in working with IT support at hospitals and healthcare organizations, Giva solutions need to operate around the clock, so personnel can reliably support healthcare providers in emergency rooms and other clinical environments. The urgent nature of the work cannot be underestimated. Customers must be able to move quickly through a call and provide rapid resolutions or be able to capture all details for internal escalation.

Some Giva hospital customers support electronic health records (eHRs), and it is important that their network and application infrastructure is always up and running and secure. If there is a problem, Giva helps them quickly address it. The Giva Tsunami Service Request often increases productivity by more than 50% when handling large site-specific outages.

Having built Giva from the ground up as a cloud application, the company is well aware of the security, performance, and application availability challenges with a cloud-based architecture. “Adobe ColdFusion provides security features out of the box that make protecting our application from SQL injection, XSS, and CSRF attacks a simple process,” says Avignone. “ColdFusion is an excellent platform because it compiles down to Java and Java-related applications, which provides flexibility for the future.”

“ColdFusion allowed us to quickly adapt our existing code to a mobile infrastructure with the flexibility to reuse our existing internal APIs.”

“ColdFusion excels at rapid application development, which enables Giva to push out a new cloud release every few weeks.”

*Ron Avignone, Founder, Giva*

## Rapid cloud application deployment

Giva's ease of use is the number one benefit for most customers. In less than an hour, IT or customer service teams can train themselves on Giva, and then immediately start to create and resolve service requests. Since Giva's founding in 1999, its mantra is to make its products very easy to try, buy, and use.

Customers can customize Giva's cloud suite of applications to their own unique needs, which is essential in demanding, rapidly evolving healthcare environments. Providing technical support for hospital-based physicians and other clinical healthcare providers requires the ability to quickly identify, troubleshoot, and solve problems, which are key capabilities in Giva's IT service request-tracking system. If customizations to the Giva system are needed, they can be done in minutes by non-technical personnel without any coding or scripting.

Healthcare organizations such as insurance companies, outpatient clinics, or software companies also use Giva to provide customer service for their patients' questions and concerns whether through a phone call, email, chat, or self-service portal.

Giva uses Adobe ColdFusion and an Agile Software Development lifecycle, which enables them to release a new cloud version of the software every three weeks. Customers receive new features and functionality on a regular basis and there is 100% backwards compatibility so current configurations and customizations are never compromised as new Giva releases are completely seamless.

“ColdFusion excels at rapid application development, which enables Giva to push out a new cloud release every few weeks,” says Avignone. “Many customers reduce solution start-up time by up to 60% as compared to deploying on premise applications.”

## Business insights

Giva's fast and painless reporting, analytics, dashboards, and display of key performance indicators (KPIs) quickly measure team productivity and customer satisfaction, resulting in higher-quality decision-making. Customized reports are all point-and-click with no programming or consultants required, delivering a substantially lower total cost of ownership (TCO). Many Giva customers save at least one headcount due to Giva's intuitive reporting module, which does not require a reporting guru. Non-technical management staff can easily create, save, and download ad-hoc reports to review individual and team performance metrics.

## SOLUTION AT A GLANCE

- Adobe ColdFusion Enterprise Edition

## Mobility for an on-the-go world

By going mobile and providing a cloud-based platform, Giva has increased technician productivity by more than 70% for those who travel between sites. Because Giva is fully cloud-based and HIPAA-compliant end to end, customers do not need to download a mobile application onto their smartphone. A pure cloud mobile application is more secure than a downloadable and is always available to use without performing updates. Giva's product can be accessed from any device with an Internet connection, including smartphones, which customers use to work any process that they can do on their desktop such as communicating with others, adding notes, and closing service requests. CIOs and VPs of Customer Service use Giva on their tablets or smartphones while going from meeting to meeting throughout the day to keep on top of metrics and KPIs.

The IT help desk and customer service marketplaces are very competitive, which is why Giva's main goals are ease of use, customer satisfaction, security, and staying on the cutting edge with mobile. By using ColdFusion Components, an object-based system, Giva can build code that is easily adaptable in different applications and that is very easy for customers to use.

"For us, mobile is drastically different from traditional desktop environments," says Avignone. "The mobile version of our application has unique usability requirements due to the small size of devices. ColdFusion allowed us to quickly adapt our existing code to a mobile infrastructure with the flexibility to reuse our existing internal APIs. It's just one more thing we're doing to make our customers' lives easier."

### For more information

[www.adobe.com/products/coldfusion-enterprise.html](http://www.adobe.com/products/coldfusion-enterprise.html)

[www.givainc.com](http://www.givainc.com)



Adobe Systems Incorporated  
345 Park Avenue  
San Jose, CA 95110-2704  
USA  
[www.adobe.com](http://www.adobe.com)