



# Clip changed the way card payments were made in Mexico, and to complement rapid growth and a high level of customer service

---



## SECTOR

Fintech

## LOCATION

Mexico

## NUMBER OF USERS

400

## SOLUCIÓN

ITSM

## PRODUCTS USED

[Jira Service Management](#)

[Jira Software](#)

[Confluence](#)

[Statuspage](#)

[Opsgenie](#)

[Halp](#)

## PARTNER

bit2bit Americas

Clip changed the way card payments were made in Mexico, and to complement rapid growth and a high level of customer service: redesigned its IT Service Management, combining Jira Service Management with ITSM best practices.

Clip's compelling value proposition led to a rapid expansion in the customer base, helping the in-house team scale from tens to hundreds of employees. With more people in the technology team and with projects and clients multiplying, the service desk platform that supported Clip until then was no longer sufficient.

The solution was not cloud-native, and did not offer the work visibility, integrations, and customizability that the team needed, so it was decided that it was time to transform the IT Services operation and management processes and select a platform that is capable of helping them achieve important objectives for their strategy:

- Enable the Service Desk with best practices and focus on ITSM processes.
- Accelerate the resolution of incidents, providing security for the growth of Clip.
- Expand the use of the cloud, centralize management, and connect tools and teams.
- Guarantee autonomy for the teams to personalize and automate processes.

At the time, Clip's agile and DevOps teams were already using Jira Software Cloud as a central tool for the job and had been able to greatly accelerate the launch of products and services to respond to business demands.

However, taking the next step: supporting the continuous delivery of values and further accelerating innovation, without risking stability, would require IT service management unlike anything Clip has ever experienced.

There were other solutions on the market, but Pedro Moya, IT Director at Clip, said that observing the fluidity with which Jira Software connected different teams, they found the adoption of a Jira-based ITSM platform very attractive.

Expectations were high and Clip turned to Atlassian to get the best out of Jira Service Management and create Service Management capable of supporting the high speed that the business demanded.

**“Jira Service Management nos proporcionó las bases que necesitábamos para lograr resultados positivos: integración entre diferentes herramientas y equipos, visión de crecimiento en la nube y facilidad de personalización y automatización”.**

**- PEDRO MOYA**  
IT DIRECTOR

## **CREATION OF AN ITSM PLATFORM CAPABLE OF SUPPORTING CLIP GROWTH**

Clip is the best ally for Mexican businesses of any size and industry, since it allows them to accept payments with credit cards, debit cards and vouchers quickly, easily and safely.

Therefore, the first big challenge for the team was to ensure the stability and performance of the platform 24 hours a day, 7 days a week. With the Jira Service Management app, it was possible to reformulate end-to-end support, connecting solutions and teams.

Leveraging Halp's connection to Jira Service Management, the DevOps and Service Desk teams were able to transform messages into requests to collaborate and resolve issues faster directly from Slack.

Also, statuses began to be shared on user-friendly pages using Statuspage, allowing internal teams to track the performance of all Clip software and application components in real time.

**“Jira Service Management reduce steps in the incident path. And that translates into faster solutions and even better service for our customers”.**

**- PEDRO MOYA**  
IT DIRECTOR

## **SERVICE MANAGEMENT BEYOND INFORMATION TECHNOLOGY**

Jira Service Management also created the conditions to deliver excellent solutions to all teams with customized portals, service catalogs, solution manuals, and intelligent automation flows.

**“All teams are already using the platform for any IT request. Also, many started expanding to different streams within their own areas, such as onboarding new hires, contracts, marketing, financial requests, etc.”**

**- PEDRO MOYA**  
IT DIRECTOR

## **POSITIVE IMPACTS OF CLIP’S NEW IT SERVICE MANAGEMENT**

Clip’s new IT Service Management framework allowed ITSM best practices to be applied to the entire team workflow, overcoming challenges of visibility, centralizing incident management and cloud acceleration, reducing manual labor and impacting positively diverse dimensions of the Clippers’ work.

Several processes related to the operation of the business, such as the adaptation and expansion of the AWS cloud infrastructure, were fully automated, and others could be greatly optimized.

## **MORE THAN 90% REDUCTION IN TIME TO REGISTER NEW USERS**

There are a couple of automatic request flows to request new users to access AWS and user requests for database access. Before, the application and account creation processes in Clip were done manually and took a maximum of 24 hours once the request was authorized, since you had to wait for approval and contact the user to get their response, currently that process it was reduced to 30 minutes.

## **MULTIPLICATION OF POSITIVE IMPACT WITH A CONNECTED ECOSYSTEM**

The integrated use of Atlassian cloud solutions such as Jira Software, Confluence and Jira Service Management, created a connected, collaborative and highly visible ecosystem that helped reinforce the culture of innovation and agility, as well as the focus on customer needs.

The Remote Pay solution, for example, was inspired by the needs of customers who did not have e-commerce, but who needed to make online sales with social distancing measures.

**“Atlassian helps us to work in a more efficient and integrated way, especially to be able to deliver new and better products to our different clients”.**

**- PEDRO MOYA**  
IT DIRECTOR

Para obtener más información, visite

[WWW.BIT2BITAMERICAS.COM](http://WWW.BIT2BITAMERICAS.COM)

**bit2bit**  
americas