Streamlined SLA Based Offshore Support System Helped Reduce TCO & Outstanding Call Volume by 40%

SITUATION

A legacy portal based system supporting 56 applications, developed and maintained by internal IT team, faced roadblocks for future functioning and enhancements due to lack of resources that required to be engaged for the job.

IMPACT

Involvement of internal IT team in managing the portal limited their focus into new IT initiatives. Cost escalation and lack of resources further delayed development of new applications or additional features within the portal.

RESOLUTION

A strong and structured support system for the portal as well as a dedicated development and QA team to test and validate the new developments, created through an offshore engagement enabled the client to meet its challenges in a cost effective manner.

The Customer

The client is one of the leading players in the containers and packaging industry catering to food and beverages, health and beauty, household and industrial products sectors. Headquartered in the USA, the organization operates in 41 countries spread across Europe, Middle East and Asia Pacific. It specializes in aerosol packaging, food and beverages packaging, metal and specialty packaging solutions. The organization is heavily dependent on IT as its nature of business demands full-fledged automated systems, supporting end-to-end business processes. For its European operation headquartered in the UK, the organization has an internal IT division which is responsible to deliver performance enhancing and cost effective information systems across 18 countries, in order to provide accurate and timely information to assist in effective management level decision making.

The Need

Amongst its huge number of custom-made applications that are running within the client's IT infrastructure, is a portal that acts as an umbrella for a gamut of business applications including, Design Information system, HR & Resource Management system, Administration, Training module, Customer Complaint and Service system, Costing per unit calculation system, Sales Analysis system, Departmental Budgeting tool, Risk Assessment system, Energy Consumption database, Transport Costing system, Financial QA, Datacenter, Employee Information system among others.

In a nutshell, the portal acts as a transaction system that holds and supports a range of customized business-critical applications, catering to diverse enterprise needs. It's a custom-developed application designed and supported by the internal IT division, and has been running for several years. These applications are used by over 5000+ enterprise users across Europe.

Since the internal IT team was involved in managing the portal, it could not focus on any new IT initiatives that were being planned within the organization. Also due to lack of enough dedicated resources, new feature enhancements or application developments were getting delayed.

The need of the hour was to find a reliable business partner who:

- Had the expertise and the resources to take over the support and enhancement of the portal, freeing up the customer's IT staff to focus on new initiatives
- Had the domain experience to quickly develop additional applications and adding new features/functionalities within existing ones that would enable the portal to become a fully automated system
- Proven expertise and technical knowhow to break through the robust technical framework of the application and understand the architecture of all existing applications that are running within the portal, and how they are linked with each other as well as how they are linked to external applications like ERP, in order to provide a seamless transition
- Had the experience in delivering a superior SLA driven stakeholder experience for the business critical applications servicing 18 countries
- Had the capacity to complete the transition within a short span by completely internalizing a complex system built over 15 years and spanning 56 sub systems in a cost effective manner

Solution

Considering the customer's needs, ITC Infotech tailor made a plan and initiated the complex transition process of managing Europortal from internal IT team to ITC's offshore team.

While the transition model was designed to have maximum efficiency, several corrective measures were taken to ensure a smooth and structured transition of Europortal support and development system in order to avoid any kind of disturbances to the users or functioning of the business critical applications.

Key highlights:

- A complex and large business critical system comprising of 56 different sub applications, developed over a period spanning 15 years, was seamlessly transitioned to provide offshore support within a period of 6 months
- A stable offshore team was set up for the project based out of India, to provide L1, L2 and L3 support. Considering that L1 support needed to be provided from an offshore location, required expertise was developed
- A dedicated development team has been established for the client to address new development requirements pertaining to any kind of feature/functionality addition, revamping an existing application or designing a new application

Business Benefits

- Reduced TCO – with a more controlled and integrated approach for the portal, the operation cost came down significantly
- A Streamlined, structured and unified SLA based support system that enabled to reduce the outstanding call volume by 40%. In addition, providing of Level 1 support including end user complaint calls handling through multi-lingual (10 languages) help desk, resulted in improved end user satisfaction across 18 European countries
- The new offshore based support system enabled the client to release its internal IT bandwidth and take up new technology initiatives within the organization

ITC Infotech's IT Solutions Practice For Consumer Goods Industry

ITC Infotech has substantial experience and exposure in the CPG industry and provides consulting and IT services to global CPG majors. Our deep domain expertise, along with the 'insider' knowledge of Consumer Goods Industry that we have inherited from the ITC group, makes us the ideal CPG Industry IT solution partner.

Our dedicated CPG vertical practice provides IT Services in areas such as Trade Marketing and Distribution, Sales Force Automation, Enterprise Performance Management, Supply Chain Performance Management, Product Lifecycle Management, Bespoke Application Development and Maintenance. The domain-led technology approach enables us to help our customers' businesses make the most of their technology investments.

To contact our subject matter experts, please write to: **contact.us@itcinfotech.com**

www.itcinfotech.com