

CUSTOMER SUCCESS STORY :
TECHTEAM GLOBAL

TechTeam Global uses integrated IT management to improve and expand customer services.



Customer Profile

Industry: IT Services
Company: TechTeam Global
Employees: 3,000
Revenue: \$222 million

Business Impact Summary

Business:

TechTeam Global is a leading global IT outsourcing firm providing customers with multilingual service desk, desktop management, and specialized IT solution support. Operating from locations in Europe, the United States and the Asia-Pacific region, the company uses a Single-Point-of-Contact (SPOC) model to provide client services anywhere in the world through people, process, and technology optimization.

Challenge:

During the next three years, TechTeam has set a goal of growing its global business by deepening existing customer relationships and expanding into remote infrastructure, identity and access management. This means increasing service capabilities while cost-effectively meeting current customer needs.

Solution:

Using a number of integrated CA IT management solutions, TechTeam is able to deliver more services and achieve customer expectations for continuous service improvement. The company standardized its processes and became more cost effective through the execution of an Enterprise IT Management approach and by leveraging automated functionality within the CA software.

Result:

TechTeam has integrated a set of CA solutions to create a Unified Service Model, a complete 360-degree view into the technology, assets, people and processes supporting any given service, and the relationships among these components. The CA solutions give the TechTeam staff a robust toolset that lets them deliver higher quality services to the company's global customers. The software has helped TechTeam improve and expand services, allowing the firm to standardize processes according to ITIL specifications, increase productivity and take a more proactive approach to IT management to reduce incident occurrence.

Business

Delivering better, more cost-effective IT services

Founded in 1979 as a value-added reseller and computer training company, TechTeam Global has grown to become a market leader in outsourced IT services. It now serves global companies in business-to-business, business-to-consumer and government markets. The company's overriding objective is to reduce its customers' IT costs while, at the same time, consistently improving the quality of IT services.

TechTeam delivers services from its own international locations. Its SPOC delivery model integrates self-service, service desk, remote monitoring and on-site support solutions, which are tailored to the specific business environments of a broad range of vertical industries. The SPOC model allows the company to achieve operational efficiencies and cost savings.

Over the next three years, TechTeam plans to expand by improving its existing customer relationships through better service delivery. The company also wants to broaden its service portfolio, adding remote infrastructure, identity and access management services using new CA solutions it is currently implementing.

"Going in, we were highly rated in terms of our ability to execute, and the CA toolset has enhanced our capabilities in that area."

Gary Cotshott
President and CEO, TechTeam Global

Challenge

Staying one step ahead of customer needs

To live up to its promise of improved IT services at reduced cost, TechTeam has to stay ahead of its customers in both technology and processes. "For our customers, it's not just today's experience that's important," explains President and CEO Gary Cotshott, "it's very much our ability to show progress on a consistent basis. If we can't do that, we aren't doing what they've hired us for, and we simply can't compete in the marketplace." The staff is under constant pressure to do more for less, and has to continually find new ways to improve service quality without raising costs.

IT is the core of the company's business. Operating on a global scale, TechTeam has to merge people from multiple continents and many cultural backgrounds and enable them to operate as a single team. This can only be accomplished through proven processes, well-defined practices and a global service delivery infrastructure based on innovative technology.

"You can imagine the importance of the toolset and infrastructure used to deliver our services," says Cotshott. "If it's not standardized and global and feature-rich, we don't really have a competitive advantage. Without that kind of robust delivery platform, it becomes incredibly difficult to deliver a compelling customer experience, and basically impossible to do it on a worldwide basis."

Solution

Adopting an integrated IT management approach

Following an extensive RFI and RFQ process that included all major vendors, TechTeam chose CA to provide a platform for global service delivery and service management. “What really sold us was CA’s Enterprise IT Management (EITM) vision and their ability to help us deliver higher value-added services to our customers,” says Mark Morgan, Global CA Practice Manager at TechTeam. CA Services designed the initial solution architecture, which TechTeam has used to build its own professional services practice.

The company uses CA Service Desk Manager integrated with CA IT Client Manager and CA SPECTRUM® NFM for network fault management. The integration of incident, problem, change and knowledge management is the key to efficiently and effectively delivering related services. More than 1,000 TechTeam agents use CA Service Desk Manager to support 21 customers with 160,000 end users in 35 countries. “CA Service Desk Manager lets us manage over 150,000 incidents per month,” Morgan claims, “and we’ve found that it’s enabled the same number of agents to support an increased number of incidents.” CA Service Desk Manager has also helped TechTeam move its customers to standardized, ITIL-based processes for greater consistency of all IT services.

The CA solutions have streamlined TechTeam’s ability to bring new customers into the service delivery chain quickly. “We’re able to launch our customers in a 12-week time period, because we’re able to load what we learn during the data harvesting process directly into CA Service Desk Manager,” states Morgan. “Then we can immediately train our agents to handle incidents with the knowledge base that’s integrated within the same tool suite.”

Automated features in CA IT Client Manager and the live automation features within CA Service Desk Manager allow TechTeam to reduce the effort spent on mundane tasks such as software delivery and patch updates, freeing staff to concentrate on jobs that require human involvement. “With the integrated CA solutions, we’re also able to automate the SLA process,” says Morgan. “We get notified ahead of time when we’re about to miss an SLA, and we can base notifications on priority, on the configuration item or on the classification of the incident.” CA SPECTRUM NFM is playing an increasing role in helping the company meet its SLAs. With it, TechTeam is able to monitor a customer’s entire network and pinpoint issues down to the device and even physical port level. If an issue is going to cause a slowdown or downtime, TechTeam can see exactly which business processes are affected and notify the customer before they feel any affects.

TechTeam uses CA CMDB, part of CA Service Desk Manager, to populate configuration items for customers using the advantage data transformer that ships with the product. The transformer allows TechTeam personnel to map families and classes for configuration items being tracked for customers, and then easily import them for real-time service status based on the incidents, problems, changes and requests that are opened against the item.

“We also use CA CMDB to map critical business services to the groups that support them,” explains Morgan. “That way, we know what the SLA priorities should be for those services, the status of each service and how it’s performing against the business.”

“CA Service Desk Manager lets us manage over 150,000 incidents per month, and we’ve found that it’s enabled the same number of agents to support an increased number of incidents as our customers grow.”

Mark Morgan
Global CA Practice Manager,
TechTeam Global

Results

Maintaining a competitive edge in global IT services

By using CA solutions to take an Enterprise IT Management approach, TechTeam has been able to:

- Improve customer services
- Standardize customers on ITIL framework-based processes
- Increase efficiency, productivity and global coordination
- Add service capabilities toward business expansion

TechTeam has adopted CA as their standard and is moving a substantial portion of their customer base onto the CA solutions. “It was a fundamental, strategic decision, but it really wasn’t as hard as you might think,” explains CEO Cotshott. “CA gives us an ITIL-based foundation for all of our processes, and a fully-integrated service delivery platform that we can deploy consistently on a global basis. Having a robust, feature-rich service delivery platform based on ITIL processes allows us to deliver a customer experience that is dramatically better than our competition.”

“We have to be able to support end-user devices while at the service desk and not have to deploy feet on the street,” Global CA Practice Manager Morgan says. “So we’re really looking to build a remote management practice around CA IT Client Manager, CA SPECTRUM NFM, CA eHealth® Network Performance Manager and CA Wily Introscope®. Judging from our past experience with CA solutions, I’m confident that we’ll succeed.”

CEO Cotshott has enthusiastically embraced the EITM concept. “Going in, we were highly rated in terms of our ability to execute, and the CA solutions have enhanced our capabilities in that area,” he says. “Strategically, the basic case holds. Our strategy is to grow significantly by serving our global customers better than the competition. The CA solutions have helped us dramatically. They’ve made us more agile. They’ve improved our productivity. They have created and institutionalized an ITIL foundation for our business, and given us a tremendous global platform for expansion.”

Cotshott values his company’s deep relationship with CA “I believe it’s a mutually beneficial relationship that continues to develop,” he says. We’re able to deliver improved and more cost-effective support than our competition, and we’re bringing the CA toolset to new customers as part of a managed service.”

To learn more and see how CA software solutions enable other organizations to unify and simplify IT management for better business results, visit ca.com/customers.

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