

INDUSTRIAL EQUIPMENT MANUFACTURER
Manufacturing Success

For more than a decade, TechTeam has leveraged best practices in managed services to drive down support costs and improve service quality for this global Fortune 100 manufacturer

TechTeam Global delivers a global, multi-lingual service desk that supports 50,000 employees throughout North America and Europe. Consolidation of multiple service desks into a single global operation, incident-avoidance enhancements, improved self-service effectiveness, and automation have reduced support costs by more than \$12.6 million over the last six years.

With \$23 billion in annual sales, this global industrial equipment manufacturer is driven to deliver growth and profitability. Success in this competitive sector requires maintaining a complex IT infrastructure and supporting the needs of a diverse end user population, using a wide range of business and manufacturing-related applications. Despite the complexity of the support challenge and need for high quality service, company financial objectives require ongoing reduction of support costs.

BRINGING HELP DESKS TOGETHER

Eleven years ago, company executives began to take a hard look at their service delivery model. In the US alone, they had 35 separate help desks; in EMEA and other geographies the company not only had numerous help desks but also multiple help desk tools, with no integration among them, and no common knowledge base. To drive support costs down while improving support delivery, executives turned to TechTeam.

TechTeam identified the opportunity to consolidate the company's many help desks around the world, standardize processes based on ITIL best practices, and leverage a common set of advanced tools. Together, they began consolidating the help desks into a single, unified

service desk approach, improving incident management efficiencies by 35 percent, says Dan Rowe, TechTeam's Global Client Service Manager for the account. Today, TechTeam provides service desk and security administration services from delivery centers in Davenport, Iowa, Bucharest, Romania and Manila, Philippines. They also provide desktop management services at client sites across North America. TechTeam supports 42,000 employees in North America and another 9,000 in Europe. Support is delivered in English, Spanish, German, French, Italian and Russian with Nordic languages to be added in late 2010.

A key component of the service desk consolidation project was the selection and deployment of ITIL-based IT services management tools from CA, including CA Service Desk, CA SupportBridge and CA CMDB. TechTeam's Professional Services staff managed the set up and launch of the CA tools and is responsible for the ongoing hosting, management, and tool administration. One of the tools – CA Service Desk – has provided substantial benefit, thanks to its intuitive interface, detailed management reporting, and support for incident visibility across all geographic regions and company divisions.

SERVICE UP, PER-USER COST DOWN

"TechTeam has reduced per-user support costs by over 45%," says Rowe. "This is a result of the combination of TechTeam people, ITIL-based processes, tools from industry leader CA and the overall strength of TechTeam service delivery operations."

"Our desire was to establish a long term partnership with our client so we negoti-

The number of users climbed more than 100 percent since 2001, but the total incident volume rose just 15 percent.

Incident management efficiencies improved 35 percent.

CHALLENGE

- › Reduce support costs
- › Increase service quality
- › Reduce support complexity

SOLUTION

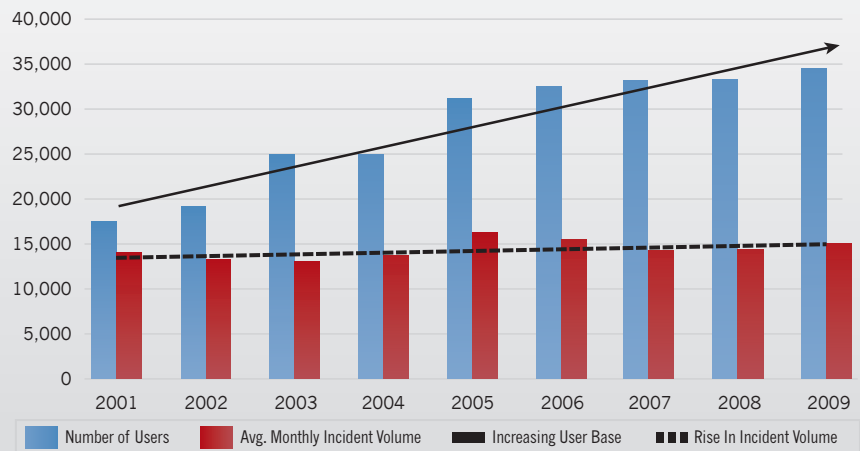
- › Consolidate multiple help desks into unified service desk approach
- › Adopt a "follow-the-sun" model
- › Implement standardized processes based on ITIL best practices
- › Leverage integrated, advanced ITIL-based tools for support automation and management

BENEFITS

- › Delivered \$12.6 million in cost savings over the last six years
- › Simplified support operations to improve manageability
- › Reduced incident rate, improved self-service capabilities, and decreased user down-time

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Dan Rowe, Global Client Service Manager



Cost per user was reduced through call avoidance, problem management, and reduced incident volume. The number of users climbed by more than 100 percent, but total incident volume rose just 15 percent.

ated contract terms with a focus on our mutual success,” said Rowe. “With our contract, TechTeam is incented to reduce support costs. With our proven success we’ve now added support for many more end users globally.”

“We gradually added service desk support for more North American business units and divisions while reducing cost per user through best practices such as call avoidance, problem management, and reducing incident volume,” says Rowe. “The number of users climbed more than 100 percent since 2001, but the total incident volume has risen by just 15 percent,” he says.

BETTER KNOWLEDGE MANAGEMENT

A critical component of reducing support costs over time is user self-service and the key to self-service is knowledge management. When TechTeam came onboard, the support knowledgebase had more than 74,000 articles including redundant solutions, content on obsolete software versions, and articles on products no longer in use. Together, TechTeam and the client whittled the knowledgebase to 32,000 articles over the next three years, and eventually cut it down to 14,000

articles. “The emphasis is much more on quality than quantity, which speaks directly to cost-savings,” says Rowe.

The self-service strategy goes beyond knowledge management. TechTeam has worked to automate what would typically be first-tier contacts — password resets, trouble ticket status — and driven those inquiries to lower cost self-service options. The large reduction in assisted support sessions that require a live agent has greatly reduced costs.

TechTeam practices call avoidance by proactively alerting callers into the service desk via status update announcements. “When there’s something in the environment causing a spike in volume, we use pre-recorded announcements to inform users as to the problem and when they can expect it to be fixed. That nets good savings in call avoidance because users immediately get the information they need rather than waiting to talk to an agent,” says Rowe. This practice saves productive time for the end users and has reduced monthly calls by 18 to 20 percent.

Another significant cost-savings mechanism for the customer is TechTeam’s use of CA SupportBridge for remote monitor-

ing and control of desktops and laptops. The service desk has established a separate remote desktop support queue, so that an analyst can diagnose and attempt to resolve an issue remotely rather than dispatch a technician, greatly reducing field support costs and saving productive time for end users.

LONG TERM RELATIONSHIP

The long term relationship between TechTeam and their client — and the significant cost savings and service improvements that have resulted — can be attributed to several key factors. Among them: the global single-point-of-contact (SPOC) model, TechTeam’s deep experience in multinational, multilingual support, IT services management tools from CA, and TechTeam’s agile and responsive client-centric approach to doing business.

What’s next? TechTeam’s client is looking for additional ways to leverage cost savings in Manila, considering the addition of desk-side support to their help desk in Mexico and evaluating help desk and desk-side support plans for South America to extend the success of their service desk consolidation efforts.

CA Service Desk, CA SupportBridge and CA CMDB are registered trademarks of CA, Inc.

TECHTEAM GLOBAL, INC. is a leading provider of IT outsourcing and business process outsourcing services to large and medium businesses. Founded in 1979, TechTeam has nearly 2,500 employees across the world today, providing IT support in 32 languages. TechTeam’s common stock is traded on the NASDAQ Global Market under the symbol “TEAM.” For more information, call 800-522-4451 or visit www.TechTeam.com.



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