

A COMMITTED PARTNERSHIP SPANNING 14 EVENTFUL YEARS... AND COUNTING



An engagement that began in 2002 for a single project around messaging services for a Fortune 20 conglomerate has developed into a full blown partnership spanning multiple existing and new projects. The ongoing association is a testament to our unparalleled expertise in infrastructure management and commitment to value delivery.

About the Client

YEAR 2002 – THE BEGINNING OF AN INCREDIBLE TALE.

The client is an American multinational Fortune20 conglomerate with diverse business interests spanning energy, technology infrastructure, capital finance, health, home, and transportation. It decided to embark on a series of initiatives to transform its IT infrastructure and took two path-breaking decisions. First, it decided to set up a first-of-its-kind shared services entity to manage its diverse IT infrastructure. The challenge here was to persuade individual businesses within the conglomerate to adopt this model, as it would imply relinquishing control to the shared services team. However, the strong value proposition, including significantly lower costs, higher availability, complete transparency, and higher responsiveness proved to be compelling factors in cementing the objective with the units. The second decision taken by the client was to make India a hub to manage its IT infrastructure.

Goals

FOR BEST-IN-CLASS SOLUTIONS, TRUST THE EXPERTS

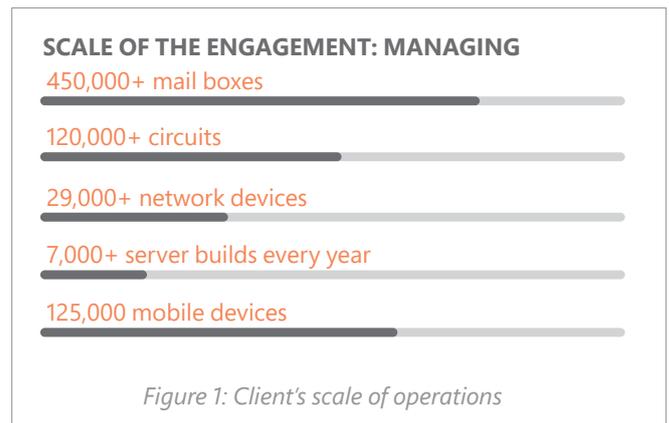
The client selects Microland – a specialist infrastructure services provider to manage its diverse IT environment

Our deep expertise in providing infrastructure management services, robust internal processes and tools, hybrid global delivery model and a flexible approach, positioned us as the perfect partner to execute the project. More importantly, the

"You have mastered the recipe. In a world where few start-ups last 3 years, Microland's quarter century in business marks a significant accomplishment. In May 1996, I remember sitting with Pradeep Kar and discussing the industry and his vision for Microland's future. Pradeep's passion for customers, stockholders, and employees convinced me that Microland would be a successful partner; and we have been a satisfied customer ever since."

CIO, Global Operations-IT, Client organization

client viewed the engagement as a long term partnership due to our willingness to co-invest in creating new service delivery models and continuously build cutting edge technical competencies, and our readiness to be measured on outcomes. The shared services entity had to build solutions that were first of its kind in the IT industry on a large scale. The scale of the engagement is highlighted in Figure 1.



Microland

THE JOURNEY BEGAN WITH MICROLAND INKING A US\$ 5 MILLION A YEAR CONTRACT FOR MANAGEMENT OF THE CLIENT'S EMAIL ECOSYSTEM, AMONG THE LARGEST IN THE WORLD.

Phase 1 - Creating a robust shared services platform

We began by employing a systematic, phased approach to drive the entire exercise, and improve the uptime and overall performance of the email system.

What We Achieved

- Increased efficiency by establishing an operational excellence model consisting of process, tooling and a robust governance framework
- Enhanced transparency by setting up an online CIO dashboard accessible to all businesses

- Reduced IT infrastructure complexity by consolidating and standardizing infrastructure across the client's global locations
- Delivered 'benchmark service', availability, and flexibility, in addition to 'zero defect' migration to new versions of email

Phase 2: Applying learnings from email management to further the client's shared services vision

This phase involved applying knowledge gained from standardizing email services to the client's telecom services. This phase marked a standardized way of delivery across email and telecom services, thus translating the client's shared services vision step by step into reality.

What We Achieved

- Auto resolution of tickets enabled by automation
- Improved the performance of all bandwidth vendors in the telecom ecosystem by taking end-to-end ownership
- Created separate process frameworks to deal with management of export control devices in a global delivery model

Phase 3: Creating a new approach to service delivery

This phase centered on conceptualizing a new approach to deliver server builds. We leveraged the learnings gained in previous phases and our understanding of the client needs based on long-term association to drive the desired transformation.

What We Achieved

- Improved the existing Operate/Manage model by creating 'outcome-based' service models for Build services
- Built 'offshore factories' to assume end-to-end ownership of pre-production deployment processes
- Developed dashboards to closely monitor progress of builds
- Automated the build process

Phase 4: Future proofing the enterprise

This is the ongoing phase of our engagement with the client where we are focusing on utilizing emerging technologies such as Cloud computing to deliver enhanced value and position the company for competitive advantage in the years ahead.

Our ongoing achievements include:

- Building process framework for operationalizing VDI
- Creating infrastructure orchestration layer to eliminate lock-in with any public/private cloud vendor during software development

Outcomes

RESULTS DELIVERED

Microland has consistently proven to be an outcome-driven partner delivering measurable business benefits as highlighted in Figure 2.



Microland's journey with the client

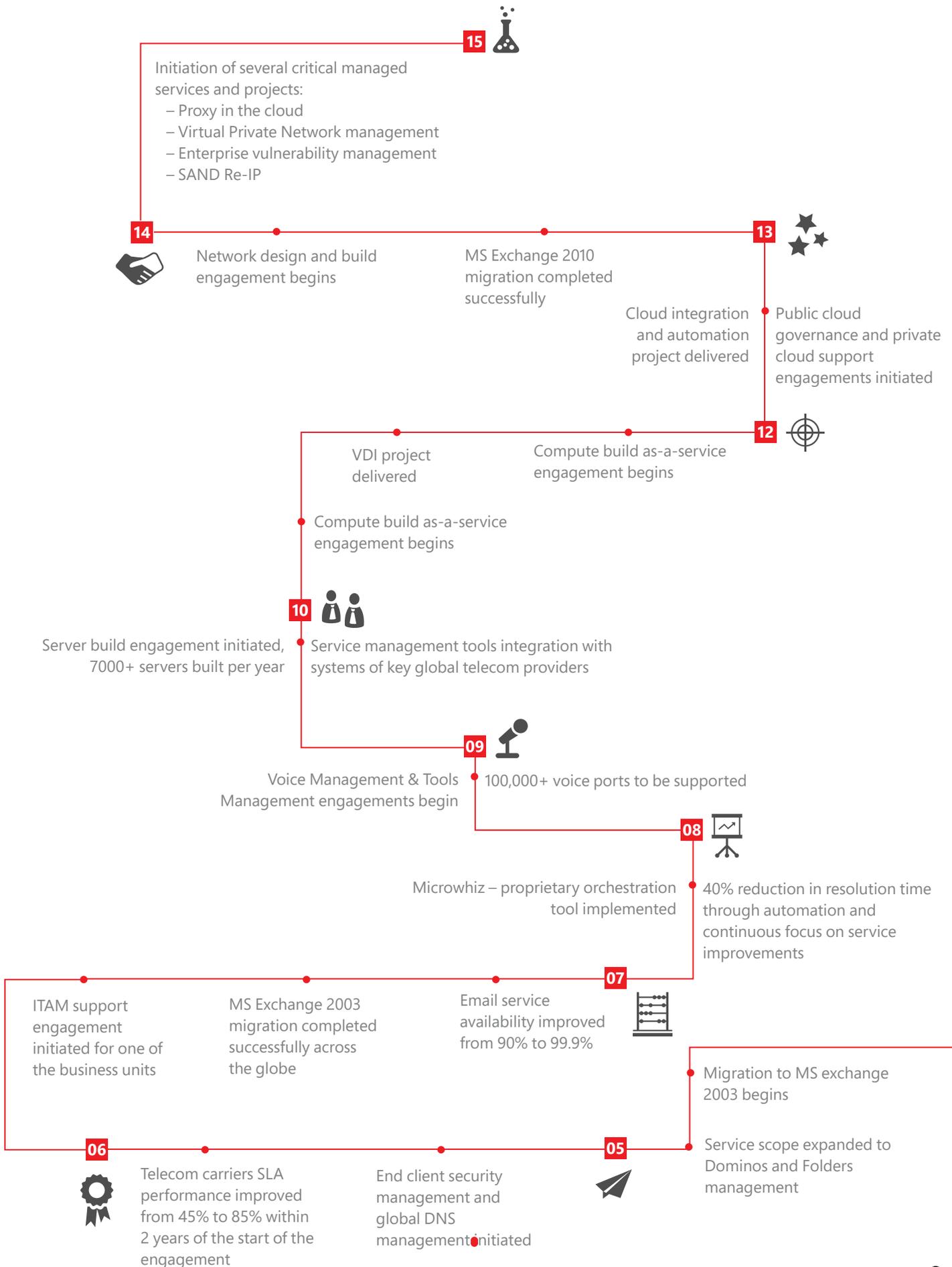
AN ENDURING PARTNERSHIP: THE ROAD AHEAD

The evolution from a \$ 5 million contract to business worth over \$ 30 million in a span of few years

This engagement marks Microland's emergence as the pioneer of the 3rd wave of IT outsourcing revolution in India. Over the 14 eventful years of partnership, we have evolved with the client and now work seamlessly as their offshore arm handling core infrastructure. Figure 3 aptly depicts the highlights of our journey with key milestones along the way.

The client challenged service providers to take live calls within two weeks of the initial pitch — without them giving any product for hands-on experience, or providing any training. Thinking that if we could manage live complex infra environments, this challenge had to be several times easier, we purchased some of the client's products and set up a lab in our basement- just in time to get some hands-on experience before taking live calls. Some of our best techies took the calls and the client was thrilled with the user experience we provided! We won the deal and despite having no prior experience in this field, we took the service live in just 6 weeks! The client was delighted and there has been no looking back since.
CIO, Global Operations-IT, Client organization

A DECADE PLUS LONG PARTNERSHIP



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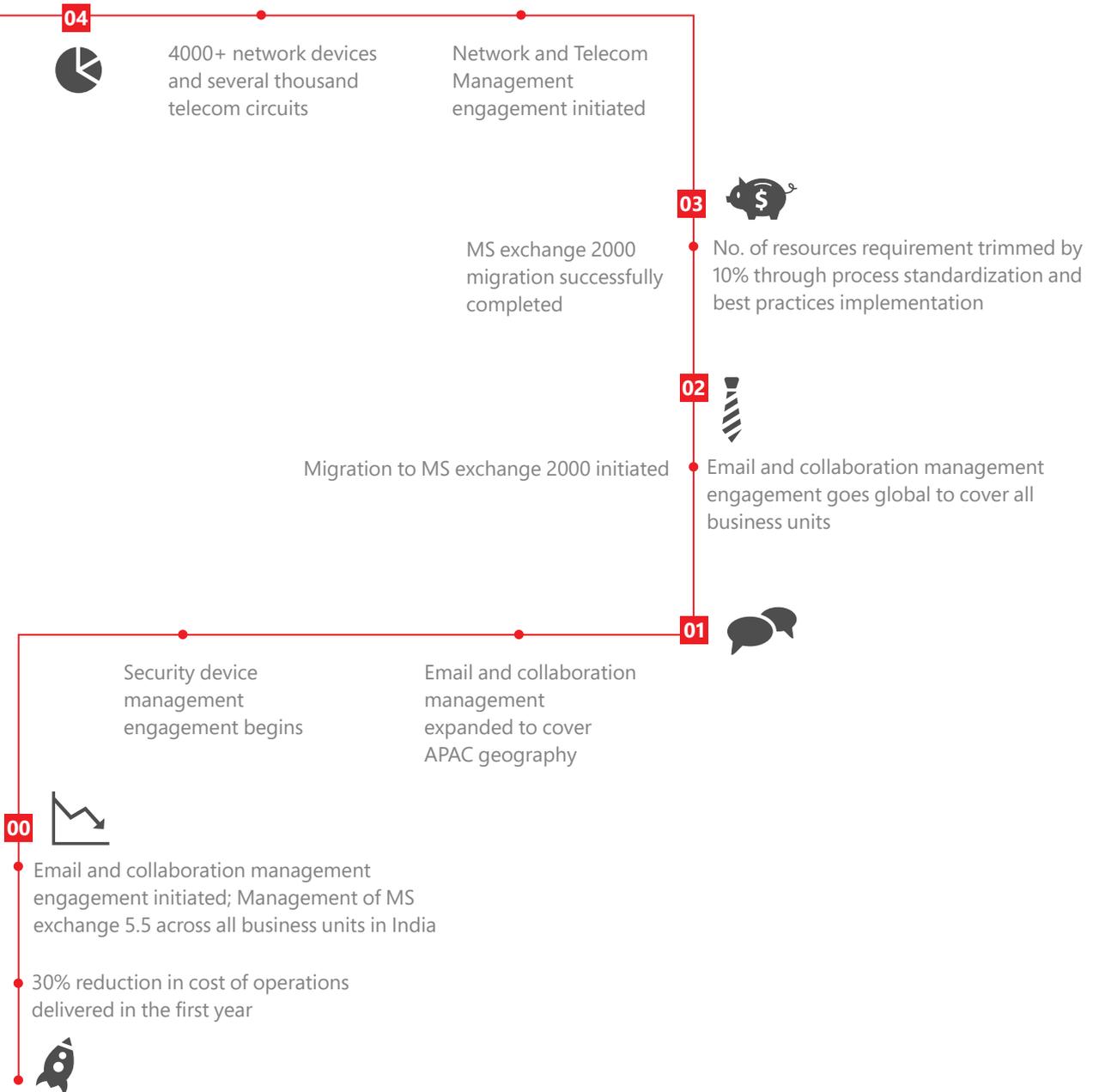


Figure 3: Microland's journey with the client

So what has been our biggest differentiator in this engagement? Our willingness to step out of our comfort zone and take challenges head-on. An interesting incident that happened before the start of this incredible journey gives a glimpse into what clinched the deal for us and remains our strongest suit till date.

About Microland

Microland is a leading Hybrid IT Infrastructure Service Provider and a trusted partner to enterprises in their IT-as-a-Service journey. Incorporated in 1989 and headquartered in Bangalore, India, Microland has more than 2,900 specialists across its offices in Europe, Middle East, North America and India. Microland enables global enterprises become more agile and innovative through a comprehensive portfolio of services that addresses hybrid IT transformation, workspace transformation, service transformation, and end-to-end IT Infrastructure management.

