

The Quest for a Cost Effective Global Service Strategy in a Diverse and Dynamic Environment

For a first-time outsourcer, what started as a 5-year contract for one project in 2005, morphed into a decade long partnership with Microland spanning several RIM engagements. The association continues to grow as a long-term commitment towards delivering customer delight.

It all started in 2005

It was the year Microland bagged a large 5 year contract to build a 200-seater RMC for a UK based company. The client, a global IT services firm working with both public and private sector organizations, manages their mission-critical business processes and the underlying IT systems. A FTSE 200 listed company, it employs 140,000 employees across 39 countries.

The company's extensive IT infrastructure landscape comprises five data centers providing services to 30 diverse customers - impacting over 150,000 users accessing over 5000 devices operating on 80 different technologies. An environment as diverse as this, coupled with the lack of automation or standardization of processes, was bound to face operating inefficiencies. To add to the complexity, completely onsite-based IT operations and unpredictable service quality led to mounting costs and a rapidly declining competitive advantage in the market.

The client was seeking an experienced offshore IT infrastructure partner who could help it gain its position as a market leader by minimizing its operating costs, while enhancing productivity and service quality. Being a first-time outsourcer and given the highly visible mission-critical public utility services segment that the company operated in, it favored a cautious and zero risk approach to the engagement.

FILLING IN THE MISSING PIECE IN THE IT PUZZLE: PARTNERING WITH MICROLAND

With a reputation for consistently delivering successful, best in class shared services engagements with Fortune 100 companies across multiple technologies and geographies, Microland emerged as a natural choice for the client to transform its infrastructure and help it retain competitive advantage. Moreover, as a specialist Remote Infrastructure Management Services (RIMS) provider from India, Microland was able to meet the client's cost reduction plan, thus proving to be an excellent fit to their work culture.

GETTING STARTED ON THE JOURNEY

The journey began with Microland setting up a dedicated offshore Operations Management Center (OMC) for the

"My thoughts and memories with regard to our 10 year partnership with Microland fall into 2 areas - the first is the warmth of the engagement at all levels, and the second is the foundation stone that the partnership has been built on. The flexibility of Microland as an organization and the willingness to work through opportunities and challenges in a proactive and collaborative way is commendable.

There are not too many suppliers whom we have had 10 year relationships with, so Microland should be proud of what it has achieved and should look forward to many more years of collaboration."

Gary Holford, Interim MD

**Global Technology Delivery,
Corporate Shared Services, Client
organization**

client – a state-of-the-art facility which also happened to be one of the first Remote Infrastructure Management center in the country. Flagged off by the top management at the client end, and covered in national and international media, this development marked the first of many highs to come in this engagement.

This was one of the early large scale engagements for us in the RIM space and we were determined to do more than just meet expectations. Given the uniqueness and scale of client's operations, we decided to power the transformation using our proprietary Microland Operations Transformation and Integration Framework (MOTIF) approach. The approach spans three phases with automation being integral to each of the phases.

Phase 1:

IMPLEMENTING AN OUTCOME DRIVEN ENGAGEMENT MODEL TO ENABLE SERVICE STANDARDIZATION AND COST OPTIMIZATION

Microland's deliverables:

- Enable the client to develop an SLA driven service

catalogue for its customers with the aid of predictable, reliable services based on a pay-per-use pricing model.

- The service catalogue was also meant to serve as a critical enabler for the client in new business acquisitions
- Automate daily system checks and replace manual processes to reduce errors and system outages, and improve efficiency

Automation Stage 1:
TARGETING START-OF-THE-DAY TASKS

First stage automation initiatives targeted tasks that began at the start of day. With daily system checks automated, time consuming, error prone manual processes were replaced with a system that reduced system outage incidents, offering greater resource efficiency, and saving time.

Key outcomes at this stage are highlighted in Figure 1.

Key Outcomes

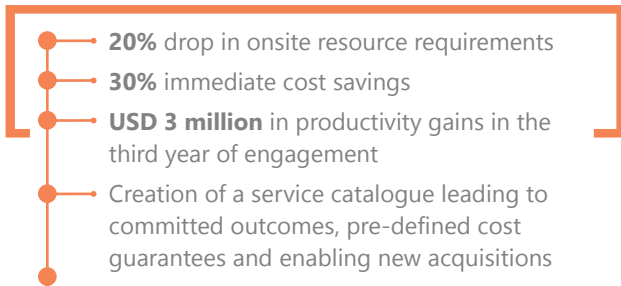


Figure 1: Key outcomes in Phase 1

Phase 2:
ENABLING END-TO-END SERVICE INTEGRATION AND VENDOR CONSOLIDATION

Microland’s deliverables:

- Rebadged 44 employees of the customer onto our rolls ensuring significant cost reduction for the client while exemplifying a positive off shoring model.
- Consolidated client’s offshore captive center with our operations driven by a hybrid service delivery model to effectively execute various AD migration and upgrades, domain consolidation, mail migration, database upgrades, P2V migration and data center consolidation.
- Staff the center with 10 dedicated team members and a shared resource pool of 100 members.

Automation Stage 2:
TARGETING PROCESS IMPROVEMENTS

Initiatives undertaken for process improvements during this stage included:

- **Online portal development:** Enabled real time process viewing, compliance monitoring and enhanced responsiveness to incidents through heightened transparency. The portals developed included Root

Cause Analysis (RCA) Portal Complaint management system, Schedule tracking system for timely closure of tasks, Innocence to Excellence (I2E) process compliance audit portal

- **Third party benchmarking support:** Leveraged proprietary tools to enable third party evaluation and benchmarking of delivery performance, thereby ensuring quality compliance and value added services
- **Rapid Response Teams:** Set up teams to resolve high severity incidents on a priority basis aimed to significantly reduce incident resolution time

Key outcomes at this stage are highlighted in Figure 2

Key Outcomes

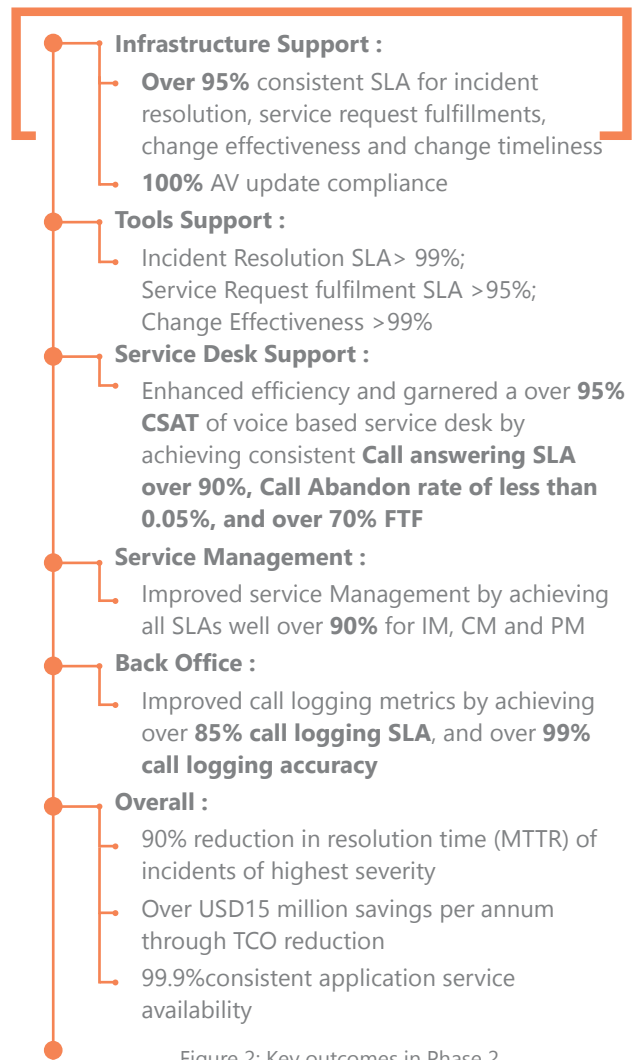


Figure 2: Key outcomes in Phase 2

MICROLAND’S DELIVERABLES:

Microland’s deliverables:

- Improve delivery performance through comprehensive use of automation across processes including reporting.

Key outcomes during this stage are explored in Figure 3.

Key Outcomes

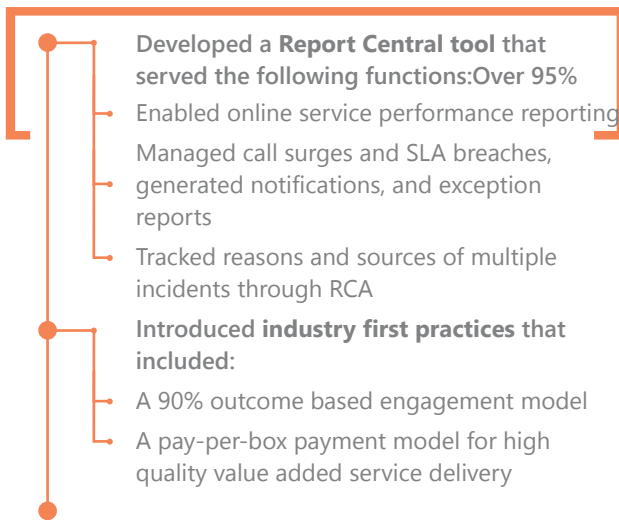


Figure 3: Key outcomes in Phase 3

So what has been our biggest differentiator in this engagement? Nothing describes it better than the words from the CIO of the client organization, at the start of the engagement, over a cup of coffee with Sharad Heda, Chief of Staff at Microland Ltd.

“What differentiated you from other providers are the traits of transparency, flexibility and ease of doing business — all qualitative factors that cannot be quantified but experienced and these mean a lot to us. You were honest in what you could do and what you could not and willing to work with us on areas that are grey on our side.”

THE ROAD TO NOW AND BEYOND: DESIGNING THE FUTURE TOGETHER

The evolution of the engagement - from managing 100 devices to administering a 5000 plus device environment

Started on a small scale, with a first-time outsourcer client handing over infrastructure management for 100 of its devices, our partnership has evolved to comprise a large scale IT environment with over 5000 devices. Driven by our emphasis on continuous improvement Microland continues to deliver enhanced outcomes aligned with business objectives. With regular audits of process effectiveness and service levels, report automation, process improvements through Lean Six Sigma benchmarking, and process availability management, delivering quality services is integral to Microland engagements.

Supported by strong governance and a PCI compliant design, we continue to fine tune the engagement model to align it with evolving business requirements and consistently deliver customer delight.

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 3,200 professionals across its offices in Europe, Middle East, North America and India. Microland enables global enterprises to 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.

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