



Application Development

CASE STUDY

Client

The client is a leading technology company specializing in networking, collaboration, communication infrastructure, data center and virtualization technologies. The client is a global Fortune 500 company, with significant customer base across the globe.

Problem Statement

The client offers a wide range of products that cater to large Enterprises, small & medium businesses (SMBs) and individual customers. The client's research indicated that support for large Enterprises is taken care by direct support. Individual customers have the necessary technical knowledge to troubleshoot or rely on community support. The client's SMB customers had to rely on client's certified partners for support. The client wanted to build a platform that would allow SMB customers to find the right certified partner for their support requirements at the right price.

Program Goals

The client launched a new program with following goals:

- ➔ Equip SMB customers to easily locate certified partners with specific skills to resolve their problem
- ➔ Equip SMB customers to publish a project proposal, receive multiple bids, evaluate bids and select the right partner
- ➔ Enable SMB customers and certified partners to collaborate securely, privately and complete a project
- ➔ SMB customers can pay certified partners securely thru a payment gateway; SMB customers and Partners can rate and review each other

Our Solution Strategy

- ➔ Conducted workshops with a set of SMB customers, certified partners and established critical success factors for the Program
- ➔ Established overall program scope, drafted high level requirements, estimated the overall effort and resources required to implement the program
- ➔ Came up with a roll-out strategy spanning 12 months, prepared detailed project plan, prepared overall budget for the program and created a business case. Presented the business case to key stakeholders and secured the necessary funding to implement the program

Our Solution Details

- ➔ Our roll-out strategy constituted of 1 big release for global platform development followed by small releases for region-wise roll-out
- ➔ Global platform development was executed in waterfall model and completed in 6 months. Subsequently, we had region-wise roll-outs (4-6 weeks each) for USA, Australia, BRIC countries which were the major markets for SMB segment
- ➔ Key functional requirements implemented in Global Platform are – customer/partner registration, locate/search Partner, project creation/bid management, e-signature/contract creation, project workflow, click-to-chat, ticket management, rating & review, context sensitive help, communities, reporting
- ➔ Key non-functional requirements implemented in Global Platform are – single sign on, multi-browser/multi-device support, scalability, internationalization/localization
- ➔ Key customizations done for region specific roll-outs are - payment gateway integration, ticket management, UI customization

IT People Value Add

- ➔ Played a critical role in finalizing requirements, preparing business case & getting it approved, architecting & designing the solution components and defining roll-out strategy
- ➔ End-to-end implementation partner for the Client with full ownership from business case finalization to production roll-out
- ➔ We executed the project with an onsite-offshore ratio of 20%-80% and delivered significant cost saving to the client

Business Impact

- ➔ Our client's customers were able to easily discover certified partners, solicit proposals, award projects, rate and share their experience thru a single platform
- ➔ Our client's partners have a single platform for low touch marketing, sales and delivery. They were able to collaborate effectively with customers and increase revenue
- ➔ The platform enabled our client to build a healthy eco-system for technical services delivery and also capture valuable business intelligence data

FOR MORE INFORMATION

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