

## Sample Case Study

### *COVER*

#### *HEADLINE:*

**Stricken by difficult economic times and a changing publishing industry, this media company needed to consolidate IT resources while improving process monitoring and end user support...**

### *INSIDE*

#### *RIGHT COLUMN*

#### HEADLINE:

**Bell Techlogix helps companies cut unnecessary spending while improving internal IT processes and service levels!**

#### SUBHEAD:

#### **CLIENT PROFILE**

(insert body copy)

#### SUBHEAD:

#### **A BUSINESS CHALLENGE**

#### Body Copy:

In 2010, before partnering with Bell, this client was in a difficult financial situation. A faltering economy and significant changes in the media and publishing industry were taking their toll, and as a result, the stock had fallen from the low teens to single digits. After exhaustive review of the company's IT spending, internal processes, and service delivery methodologies, it became apparent that they were investing a great deal of money and IT resources into an inefficient system and set of business processes. The lack of an effective integrated internal Service Desk created an environment of high cost, wasteful use of high quality resources, and a deficiency in critical information required to properly plan and execute. Data gathered by existing operations wasn't being appropriately shared or used to effectively improve business processes. In addition, in their five data centers, located throughout the Southeast, high level resources were under-utilized and technicians with advanced skill sets were too

often assigned to basic tasks. All of these factors were contributing significantly to the company's financial strain.

SUBHEAD:

## **THEY NEEDED A CHANGE**

Body Copy:

Top executives called in Bell Techlogix to help consolidate their IT resources. By outsourcing their Service Desk and monitoring services to Bell, they hoped to:

- significantly reduce operational costs while improving the end user help desk experience.
- improve their system monitoring, and better use the information gathered to boost performance.
- reduce headcount by consolidating and redistributing tasks to match employee skills.
- consolidate server farms, applications, data centers, and their related management tasks.

SUBHEAD:

## **THE BELL TECHLOGIX SOLUTION**

Body Copy:

To achieve these goals, Bell Techlogix took on the task of executing two key IT service delivery functions in an effort to streamline and integrate the management of previously disparate internal IT support services:

1. By offering its experience and expertise in managing and executing a Tier 1 Service Desk, Bell established a central point to ensure that a trouble call (i.e. password issue, physical layer problem, or verification of proper software setup) was received, promptly resolved, and accurately reported. By doing so, Bell was able to reduce call volume and provide detailed reports of all end user interactions. Improvements in first call resolution allowed for an enhanced end user experience, and freed up technicians with high skill sets to perform tasks more suited to their abilities.
2. Bell Techlogix immediately transitioned the client's network to its BellCare Service Center to remotely monitor, track, and report on their server network. This meant that reporting of all alarms, alerts, and failures became Bell's

responsibility. Bell could keep track of any device in the company that used an IP address, and immediately notify the client of existing faults or potential problematic events; thus avoiding costly downtime. Bell was also able to compile detailed reports keeping the company current on the status of their IT environment. This allowed the client to identify trends and user habits, and to use this data to improve internal performance.

SUBHEAD:

## **POWERFUL RESULTS**

With the help of a Bell Techlogix outsourcing solution, the media company was able to successfully meet their IT restructuring goals. They cut their Service Desk and network monitoring costs by more than half, consolidated facilities, and reduced their IT staff from thirty to eight. After a year of involvement with Bell, the client has shown vast improvements in productivity and efficiencies, and is in a significantly better financial situation. These successes are due, in part, to Bell's effective IT department consolidation and its improvement of process monitoring and data integration operations.

### *LEFT COLUMN*

#### **Challenges**

- Reduce Cost
- Improve Service Desk experience and process monitoring
- Consolidate tasks, equipment, and software
- "Rightsize" IT staff

#### **Solutions**

- Bell Techlogix Service Desk Outsourcing
- BellCare Managed Services

### **BELL TECHLOGIX HELPED THIS CLIENT:**

**Lower Service Desk and monitoring costs by more than half.**

**Reduce IT staff from 30 to 8.**

**Decrease call volume  
while improving end  
user experience.**

**Improve network monitoring  
and better integrate data to  
boost performance.**

**Make the most of the  
remaining technicians'  
skill sets.**