

Case Study

Key Ingredients to a Successful IT Services Engagement



The Client

Client is a specialty chemical manufacturer of surface active agents and raw materials with 18 production sites and an R&D site in North America. The company is partner to major players in the automotive, electronics, flavors and fragrances, health, personal and home care, consumer goods and industrial markets. The IT support function has been outsourced since the mid-1990's.

Business Challenge

With nearly 30 sites around the United States that often operated with a high level of



autonomy, the company was well aware that outsourcing their IT support services would be difficult. Because of the magnitude of this challenge, they brought in an industry leading enterprise outsourcer. Once the engagement was in place, gaps that weren't identified in the discovery phase and "special" projects outside the normal Service Level Agreements were constantly cropping up. The vendor had difficulties addressing these issues or constantly required additional payment. A decision was made to continue to supplement with independent contractors to address these smaller, one-off projects and fill service gaps. But very soon, the arrangement became difficult to manage. Three years into the engagement, by mutual agreement the outsourcer was removed as lead contractor.

Solution

Dynamic Strategies was then invited to respond to the RFP for a new outsourced managed services provider. And, although the client was impressed with the bid submitted by DSI, it would be a tough sell to management to recommend going from "the behemoth" to a much smaller provider, despite the fact that the company regarded Dynamic Strategies as a team of very well integrated professionals, completely knowledgeable of the client's IT environment and infrastructure.

As a work-around, the client selected another enterprise IT outsourcer to provide managed services, while they simultaneously awarded Dynamic Strategies pieces of the business to manage. This created an opportunity for Dynamic Strategies to continue to build their reputation as a vendor that could deliver consistently superior performance.

Just a year into the new outsourcing contract, the client came to the conclusion that the arrangement was not



cost-effective. Attempts were made to re-negotiate the price. However, it was ultimately determined that the current outsourcer could not deliver the required services at an acceptable cost and the contract was subsequently cancelled.

Having experienced unsuccessful outsourcing engagements with one of the world's largest IT providers and one of the largest domestic IT providers, the client came to the realization that the service they required could only be delivered by a more flexible vendor capable of providing customized solutions in a very expedient manner.

In 2000, Dynamic Strategies was awarded the managed services contract over other competing vendors because they had established a proven track record of success and they had the full confidence of the client's IT personnel.

With their established familiarity with the client's processes, Dynamic Strategies knew that more than commodity support services were required. Since processes were all very diverse – with each plant doing things their own way – Dynamic Strategies determined that a successful outsourcing engagement would require much more interface time to develop and implement customized solutions.

Dynamic Strategies also realized that there would be no way to successfully apply and manage centralized support until they first defined the individualized processes and procedures for the client's varied and diverse IT environments. This approach allowed Dynamic Strategies and the client to experience a successful managed services engagement. While the ultimate goal is to move to more cost-effective standardization wherever possible, this will be realized



only after transforming the numerous diverse processes into a smaller number of standard processes that will work for all the varied work groups.

Dynamic Strategies as a Strategic Partner

An important value-add of Dynamic Strategies is their ability to guide IT decisions throughout the organization. When the client was considering building a new data center, Dynamic Strategies recommended that they take advantage of dropping telecommunications costs by moving to co-location. Dynamic Strategies helped the client write the RFP and when no vendor could meet their cost and flexibility requirements, Dynamic Strategies found a colocation facility, rented the space, and installed the equipment. Dynamic Strategies now runs the entire operation. The client recognizes Dynamic Strategies as a vendor capable of planning the architecture as well as implementing new technologies – “DSI has very good people who are qualified, helpful and work very well with our customers.”

Securing Data Globally

With the need to support global business processes, the client’s plant control systems, which were previously on separate networks, were now required to be connected to the corporate network. Balancing visibility with security became a major issue. Worldwide network availability had to be maintained, yet security controls were mandatory to prevent data access by unauthorized personnel.

In response to this critical requirement, Dynamic Strategies recommended the optimum platform and defined the processes necessary to securely segment



plant control systems from the corporate network. The client is now using this platform globally and Dynamic Strategies is managing it globally.

Saving a Project

Before social networking and collaboration on the web became commonplace, the client was using E-room, a collaboration system from EMC, that facilitates the uploading and centralized management of documents. This platform was housed in the U.S. by the client, but it was being managed by an EMC recommended vendor. The platform immediately began experiencing frequent downtime. The client first assumed the platform was problematic or unstable.

Dynamic Strategies stepped in and determined that the problem was not the application or the platform, but disparate production guidelines and validation of processes.

Because Dynamic Strategies understood the client's culture, they knew they first needed to convince the client to "do it another way". Dynamic Strategies designed processes and created a sand-box environment and within three months the platform was stable. Once corrected, E-room became a productive tool for the client.

Current Global Project

The client is currently deploying Windows 7 globally with a target go live by the end 2014. As project lead, Dynamic Strategies is deploying Windows 7 for all of the client's North American locations and is well ahead of the target date. In fact, the project will be completed a full year ahead of schedule.



This ultimate end result is a common scenario with Dynamic Strategies and this client. Dynamic Strategies does all the project work for the North American location and then the client's world-wide business unit engages Dynamic Strategies to support their global initiatives.

Client Assessment of Dynamic Strategies as their Primary IT Services Vendor

Dynamic Strategies focused immediately on building working relationships with all stakeholders. According to the client,

“The formality dropped down considerably. There wasn't a meeting every 20 minutes to decide if we could do this or do that. There wasn't a PO attached to every tiny little task that seemed to deviate from the terms of the contract. Basically the contract got put in the drawer and it was just a relationship after that. With [previous vendors] this was problematic because everything had to be written in the contract or it created a problem. Dynamic Strategies has very good people who are very qualified, very helpful, and they work great with our customers.”

And, in addition to providing exceptional resources, Dynamic Strategies is willing to work to maintain the level of service needed, even in challenging times. “Dynamic Strategies' relationship with management here is really top notch. They worked with us through a period of financial challenges. They earned a lot of respect. There are people here who will vouch for them all day long.”



About Dynamic Strategies

Dynamic Strategies is a privately held Information Technology Support Provider specializing in servicing clients which are headquartered primarily in the New Jersey, New York City, and Philadelphia regions and have one or more satellite locations across the country. Having long-term client partnerships dating from our founding in 1997, our approach has consistently proven to reduce operational costs while increasing end-user satisfaction. Dynamic Strategies brings value to our partners through superior levels of knowledge, flexibility, interface, and accountability.



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