

# Leading market research firm drives operational excellence & process improvement through WinWire's Application Managed Services



The customer is the fourth largest market research firm with more than 12,000 experts in 100+ countries around the world.

## The Customer Challenge

The customer wanted to develop a center of excellence as a centralized solution for Application Maintenance and support to improve processes, drive operational excellence and efficiency.

The customer had widespread geographic presence and rapid growth, wide variation in tools, processes, customer service and cost. Key challenges included

- Management and maintenance of multiple application and database
- Little or no documentation of the applications
- Enhancements of the existing business processes, and applications not going through the quality process
- High degree of complexity in the applications from a support perspective
- High maintenance costs
- Resource pool issues

## WinWire Solution

WinWire performed a detailed assessment to establish a baseline of the current quality of application support services, the root causes, as well as the impact on the organization and the end users.

WinWire recommended and set-up the offshore Managed Services center of excellence to maintain applications, streamline the processes and reduce maintenance costs.

- Created a **knowledge repository** of tickets for all applications supported
- **Code level support** to fix existing defects or enhancements to applications
- **Production call support** to ensure business continuity
- Support to enhance custom web-based applications
- **Development support** for critical applications – Asset Management, Expenditure Calculator, Health Care Adverse Events
- Scalable organization structure aligned with client's business needs, with multi-level communication for faster turnaround & issue resolution.
- Eliminated **support and maintenance redundancy** and provided global coverage for all the issues
- Economical, flexible and effective resource pool and staff based on project demands

## The Business Value

- Setup of an efficient Application Managed Services center of excellence
- Reduced number of tickets (defects) in the applications by continuously performing root-cause-analysis
- Streamlined processes