

WHITEPAPER

SUPPORT OPTIMIZATION BY APTEAN END-POINT AUTOMATION SOLUTIONS

Non-Linear Growth with Aptean's Shift-Left Strategy



SUMMARY

The dynamic nature of the services industry creates a very challenging business environment for companies to survive and maintain costs. Following a complacent traditional strategy to achieve success seems to make less impact in the current competitive landscape. Increasing the headcount in proportion to business revenue has become a thing of the past. With the advent of new technologies, improved communications and globalization, the services industry is obligated to think beyond headcounts and move from cost-arbitrage based models to other transformational models that add value. It has become increasingly important for companies to detach headcount from performance to achieve sustainable growth. Apteian offers a wide range of solutions that ensure optimal productivity and efficiency coupled with accurate and timely information for business success. Apteian's Shift-Left strategy is focused on solving business problems even before they occur; giving the paradigm of operational efficiency a whole new definition.

NON-LINEAR GROWTH

As the services sector matures and approaches the saturation point it tends to become difficult for companies to enjoy the same growth rate as experienced in the past. The concept of increasing headcount in proportion to revenue growth seems to make less sense when there is a continuous need to offer multiple value-added services to the customers. Naturally any increase in headcount, to increase the revenue, starts to result in a fall in productivity coupled with a drain on profit; the reason being the application of the law of diminishing returns, in economic parlance. The growth, the company has hitherto achieved, remains linear.

Not surprisingly, service providers across the globe are now seeking growth opportunities that are not tied down to headcounts. They are willing to spend on automation, development of IP and building new platforms for service delivery to bring more value to their customers. For now, these models serve as differentiators, but it won't be long before they become mainstream. This approach is not for niche players alone—an increasing number of service providers are now exploring non-linear growth opportunities to cut down costs and improve business performance.

“ Industry leaders demand advanced automation tools. Many forward-looking companies have already deployed advanced automation solutions to optimize service delivery, decrease support costs, and increase end-user satisfaction ”

MAJOR MSP: SUCCEEDING WITH APTEAN AUTOMATION!

One of the world's largest Managed Service Providers, concerned with the huge volume of technical support calls, wanted to implement an automation solution that integrated with their current and new support channels to leverage best practices and dramatically reduce support costs. With the help of Apteian automation tools, they were able to not only improve operational efficiency, but also reduce a significant amount of calls reaching the help desk. As a result, they have been able to boost their employee satisfaction for IT service delivery to the highest levels ever achieved!

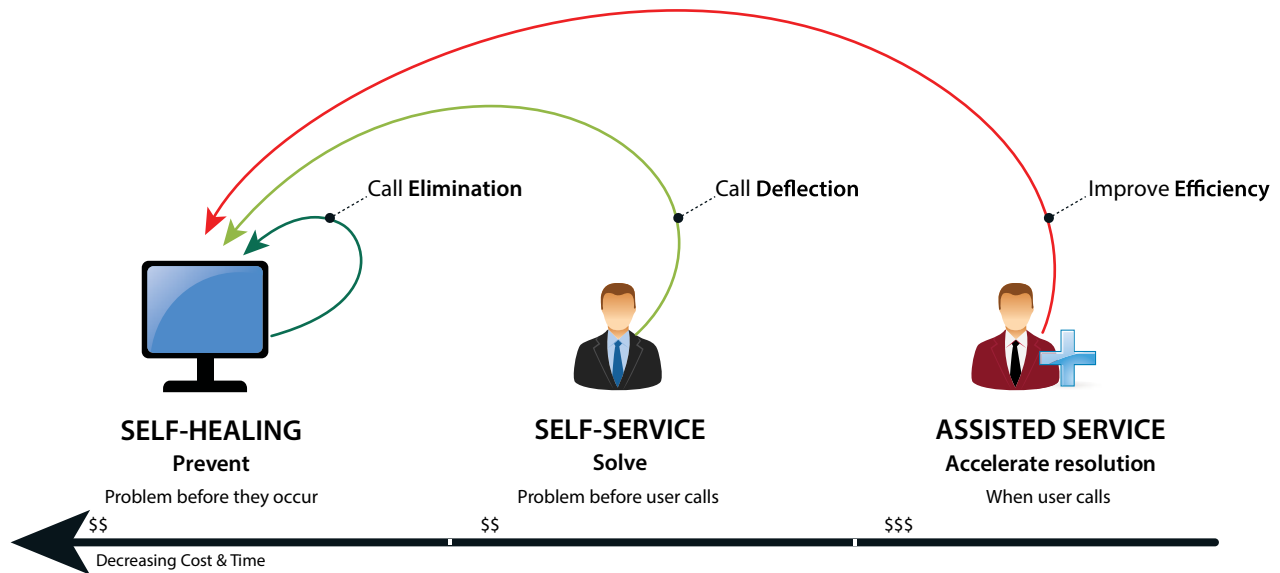
NON-LINEAR GROWTH THE APTEAN WAY!

SHIFT-LEFT STRATEGY

While most products concentrate on offering best-in-class support diagnostic tools, Apteian solutions are positioned in a way to prevent problems even before they occur. The drastic movement from addressing problems after they occur, to anticipating and fixing problems before they originate forms the core of Shift-Left Strategy.

This is possible through a combination of powerful tools that empower service providers to improve operational efficiency by going beyond call deflection to eliminate calls in the first place. While most big and small players find it difficult to sustain linear growth, this transformational strategy encourages companies to explore opportunities beyond the customary approaches to carve a competitive niche for themselves in the market.

THE APTEAN SHIFT-LEFT MODEL



COMMON PROBLEMS FACED BY MANAGED SERVICE PROVIDERS

High volume of calls to service desks

Inadequate knowledge prevents end users from troubleshooting even simple issues. And complex issues compound the problem because they take more phone time to solve.

Need for efficient support channel

Investing in the development and implementation of technology in a way that does not integrate with the existing processes/tools hampers the support process rather than improving it.

Process inefficiencies

Lack of tools to capture diagnostic information, inconsistency in the movement of information from one tier to another, capturing same data at different levels; all contribute to process inefficiencies.

Lack of metrics and auditing options

Lack of accurate reports, metrics etc. makes it difficult to monitor progress and employ suitable changes from time to time. This hinders the proactive decision making process.

Inconsistent knowledge

IT service desk managers are not confident that the diagnostic information in their IT asset management database is up-to-date at any one point in time. For organizations that depend on this resource, it means that analysts are often working with inaccurate and untimely information.

Insufficient knowledge

When issues are solved but solutions are not captured to the knowledgebase, the same issues are solved over and over again by different agents, creating further inefficiencies.

APTEAN SHIFT-LEFT

APPROACH

PROACTIVE SUPPORT

Prevent problems from originating!

- Monitor Call Logs
- Check System Issues
- Fix Potential Errors

Aptean solutions provide necessary information you probably wouldn't have discovered on your own until it's too late. It fetches required information through constant monitoring of call dumps, system issues, frequent errors, etc. Reporting problems after they have already happened limits your choices. Our solutions play a vital role in providing easy to comprehend metrics on frequently faced problems; leaving you with information that can facilitate issue resolution in a proactive manner rather than magnified problems that are far more complex to address.

SELF-HEALING

Prevent problems when they occur by using a Self-Healing mechanism!

- Auto Error Detection
- Instant Diagnostics
- Automated Resolutions
- Patch Updates
- Real Time Alerts

Aptean offers an effective Self-Healing system where problems can be automatically diagnosed and solved based on a predictive Self-Healing architecture. The system identifies underlying faults/defects and takes corrective actions to fix the problems itself, thereby eliminating calls to the help desk. This model is scalable, extensible and can be deployed across systems to optimize operational efficiency, reduce costs and save time and effort. Auto Error Detection, Instant Diagnostics, Automated Resolutions,

Patch Updates and Real Time Alerts are just some of the prominent features of the Aptean Self-Healing system.

SELF-SERVICE

Empower users to solve PC problems without help-desk intervention!

Offline

- Solution ToolKit
- Repair/Restore
- System Check
- One-Click Fixes
- Offline FAQs

Online

- Personalized Search
- Incident Logging
- Seamless Escalations
- Top Problems & News Flash

Aptean recognizes that customers prefer taking charge of situations themselves rather than relying on a third party interaction to solve issues. In an era where 'Customer Empowerment' and 'Help Yourself' are the common buzz words, Aptean solutions offer a whole range of tools that can be used by customers themselves to find accurate answers conveniently and immediately. This approach drastically reduces issue resolution time and help desk calls. The Self-Service system empowers the user by providing access to a well-refined extensive database where the user can be easily directed to a knowledge article to learn more about a problem impact or repair procedure. This model offers both online and offline support options. While Solution Toolkit, Repair/Restore, System Check, One Click Fixes, Offline FAQs are some of the prominent offline features; One Click Solutions on Intranet, Personalized Search, Web Incident Management, Interactive Portal, Intelligent Escalation are some of the online features of the Self-Service tool.

ASSISTED SERVICE

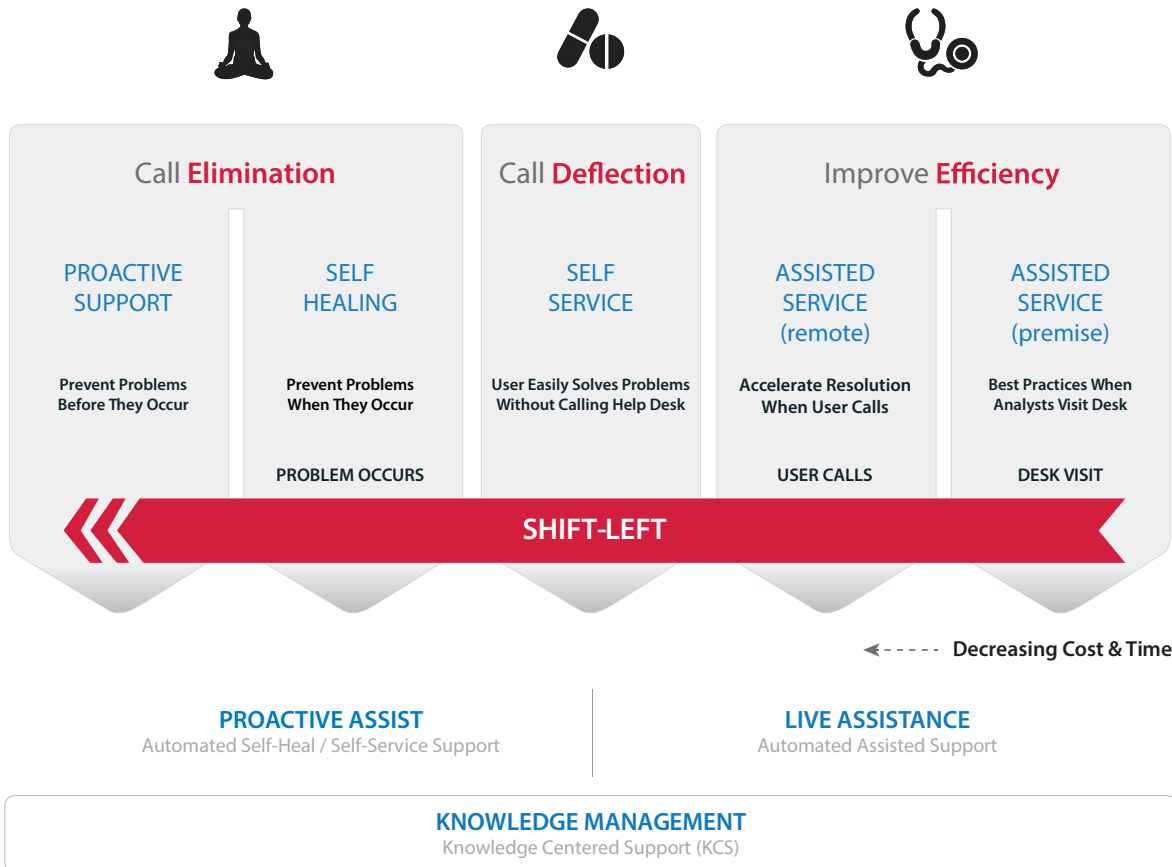
Accelerate resolution when the user calls, using a combination of powerful tools!

- Multi-User Chat
- Remote Diagnostics & Repair
- Remote Control
- Intelligent Routing
- Visibility & Integrations

One-Click fixes, remote desktop and advance security controls are just some of the prominent features of this solution. With Aptean's Assisted Service solution you can effectively manage and maintain geographically dispersed IT operations which can be quite challenging otherwise. This approach improves the timeliness and quality of customer service, boosts responsiveness and First Call Resolution (FCR) rates, minimizes related costs and provides healthy ROI.

Automated response, SLA monitoring, automatic system information gathering, multi-user chat, intelligent routing, accurate multi-faceted reports, visibility and integrations, analyst controlled

THE APTEAN SHIFT-LEFT MODEL



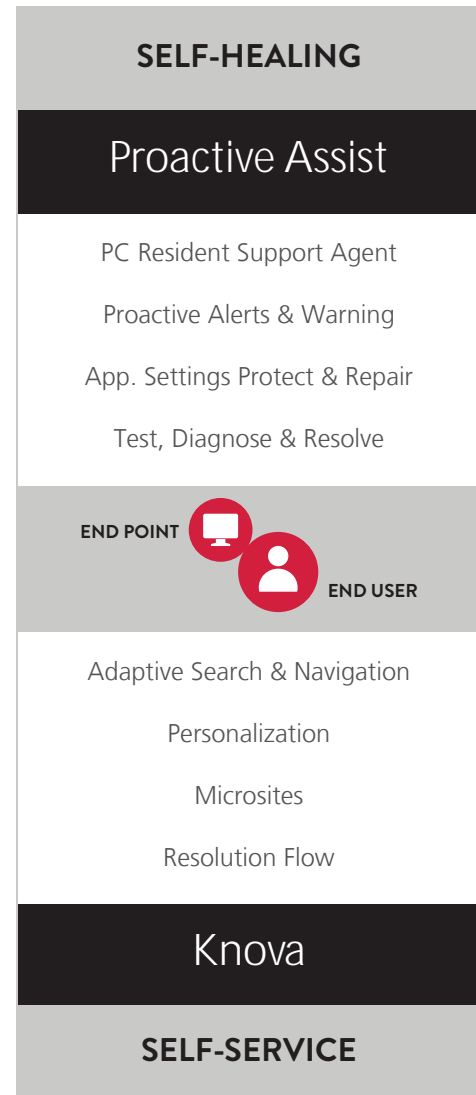
APTEAN SOLUTION

PROACTIVE ASSIST

Powerful support channel that makes it simple for you to bring enhanced customer support and relevant information directly to a user's desktop. This intuitive interface is always on and ready to assist with the click of an icon. It's so smart, available and user-friendly, that customers will prefer it to calling your support desk. Proactive Assist smoothes the path to resolution with proprietary technologies that fix problems automatically when they occur. When it can't fix the problem automatically, it routes service and support requests to the appropriate channels. In other words, Proactive Assist provides a better experience to customers than that of picking up the phone; and does so at a much lower cost than traditional approaches.

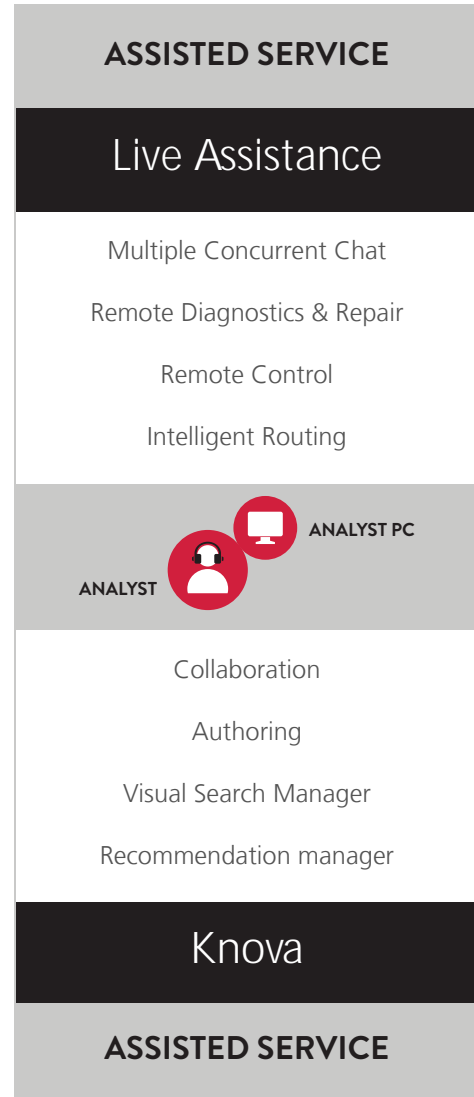
LIVE ASSISTANCE

Aptean's Live Assistance solution includes a collection of powerful tools such as web collaboration, e-mail, live chat, and phone support interfaces which provides support technicians with multi-channel consistency across all Assisted Service channels to resolve common end-user problems. Live Assistance helps support professionals remotely diagnose and resolve common end-user problems. With three integrated technology components-online multi-session chat for high volume service desks, robust remote diagnostic tools and remote control with firewall traversal end-users can interact seamlessly with the service desk. And your IT service desk analysts can more easily access technical answers, automate problem solving and reduce resolution time. The result is reduced call-handling times, increased first call resolution rates and more effective help desk staff.



KNOVA

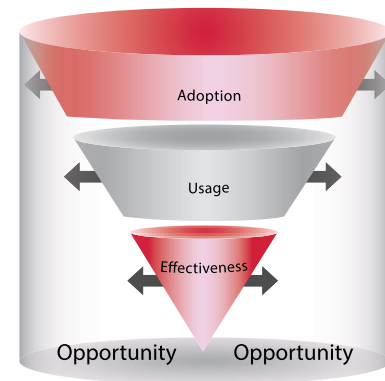
Knova knowledge management from Aptean, harnesses your greatest asset-knowledge. When you can capture knowledge, share it and reuse it many times over, you are saving time and resources. Knova Knowledge Central is a best of breed knowledge management (KM) tool built to capture knowledge across the enterprise and then make it available to employees, partners and customers with the goals of providing a superior customer experience and a healthy ROI. Self-service used to mean a static list of FAQs, and later a basic site search that returned some pretty shady answers and links to likely unrelated pages. Aptean has always taken a different approach. Knova Self-Service mines the knowledge you have housed in many places your website, customer forums, wikis, documentation, knowledgebase content, and more and presents it through highly customizable, personalized Microsites.



BUSINESS VALUE

Aptean's Non-Linear Growth solutions are focused at optimizing service and support operations by equipping service desk operators to respond to multi-channel support requests effectively. Armed with highly advanced tools, service providers can eliminate factors that negatively impact productivity, reduce expenses and offer multiple value added services to end users while enjoying sustainable growth!

As the adoption and usage of the solution improves, service provider can observe return on investment over time. The effectiveness of the solution largely depends on the awareness of the tools, active end points and frequency of usage. Aptean offers several value added services to help service providers to not just point out critical pain points but also provides solutions that work best for their environment.



Value realisation with increased adoption

STANDARDIZING SUPPORT DELIVERY

As automation brings the best of technology to the work space, it makes processes efficient and well defined. The service provider can be more confident of delivering standardized support to the end user. The dependability on factors like skill set, experience, knowledge of the support analysts notably reduces with the use of a reliable automation solution. With Aptean automation solutions the support delivery process can be suitably standardized to boost productivity and efficiency while reducing errors. With a comprehensive set of tools it becomes easy to define expectations, formalize process and keep customers happy!



Standardized offerings

SUPPORT ISSUES SHIFT-LEFT

With the revolutionary Self-Healing and Self-Service approach where the PC fixes issues by itself and the end user solves problems with the help of Self-Service, the volume of repeat calls reaching the support help desk reduces drastically. In turn, the volume of issues dealt by the L1 analysts shrinks and they are now enabled to look into much more difficult issues originally handled by the L2, L3 analysts. On the other hand the automation solution equips the L2, L3 analysts to solve issues involving higher degree of complexity more quickly and easily.

Aptean's innovative approach to problem elimination and problem handling can add tremendous value to business operations. With the proactive Self-Healing approach and a range of Self-Service and Assisted Service tools, service providers can easily observe tangible benefits to business.

IMPROVING ANALYST EFFICIENCY

The demands of today's support desk operators bear little resemblance to their predecessors of yesteryears, as every aspect has changed and evolved. Increasingly and progressively, advanced technology is being introduced into the support operations to supplement, facilitate and enhance the work of support analysts. This allows them to process more calls more effectively and efficiently, to reduce errors and to give their attention more fully to higher-level calls or other tasks requiring their involvement. Aptean automation solutions empower service desk personnel with tools that make their job easier while they create a more satisfying customer experience. Analysts can get more done, more effectively!

INCREASING END-USER PRODUCTIVITY

In a generic support model, the end user logs a support request over the phone or through an incident management system, then waits for the support analyst to respond to the request. Support is provided either remotely or by visiting the support help desk. In either case end-user productivity gets affected as fixing issues consumes a considerable amount of time.



With the intelligent Self-Healing and Self-Service approach, support issues Shift-Left in turn creating efficient processes



Improved Analyst Performance

An intelligent approach to service desk operations involves not just reducing resolution time but also taking initiative to identify potential problems that can interrupt productivity in the future and addressing them in advance. With Apteian automation solutions most of the problems can be proactively predicted and fixed by the PC itself. Also, the end user can solve problems easily with simple “One-Click Solutions” thus eliminating the need to raise a request and wait for the analyst’s response.

**Enhanced End-User Productivity**

One of the remarkable features of Apteian solutions is that the end user can continue working as the analyst fixes problems remotely. The analyst follows an extremely secure and reliable process to solve issues in the least possible time. Apteian automation solution is designed in a way that the end-user spends less time worrying about PC problems and more on other productive tasks. Problems are solved even before the end-user knows it, thus creating a superior support experience!

DELIGHTED CUSTOMERS

Apteian understands that the business benefit of changing a customer from “satisfied” to “delighted” is enormous. Apteian automation solutions are focused at adding this element of delight by offering maximum return on investment. With a convincing correlation between customer delight and loyalty, profit margins and growth rates, this intelligent technology clearly assists service providers in creating a competitive advantage over other players in the market.

**Delighted Customers**

BUSINESS CASE

By using Aptean's automation solutions, support resources required to service the needs of the growing headcount can be effectively optimized while maintaining and improving revenue and performance over the long run.

BUSINESS CASE ASSUMPTIONS

Criteria	Year 0	Year 0.5	Year 1	Year 1.5	Year 2	Year 2.5	Year 3	Year 3.5
Number of Users in 1000s	25	27	29	31	33	36	38	41
Expected Support Resources Without Aptean Automation	125	134	144	155	165	178	190	204
Support Resources Optimized After Aptean Automation	125	121	115	116	116	116	114	116
Improvement (%)		10	20	25	30	35	40	43

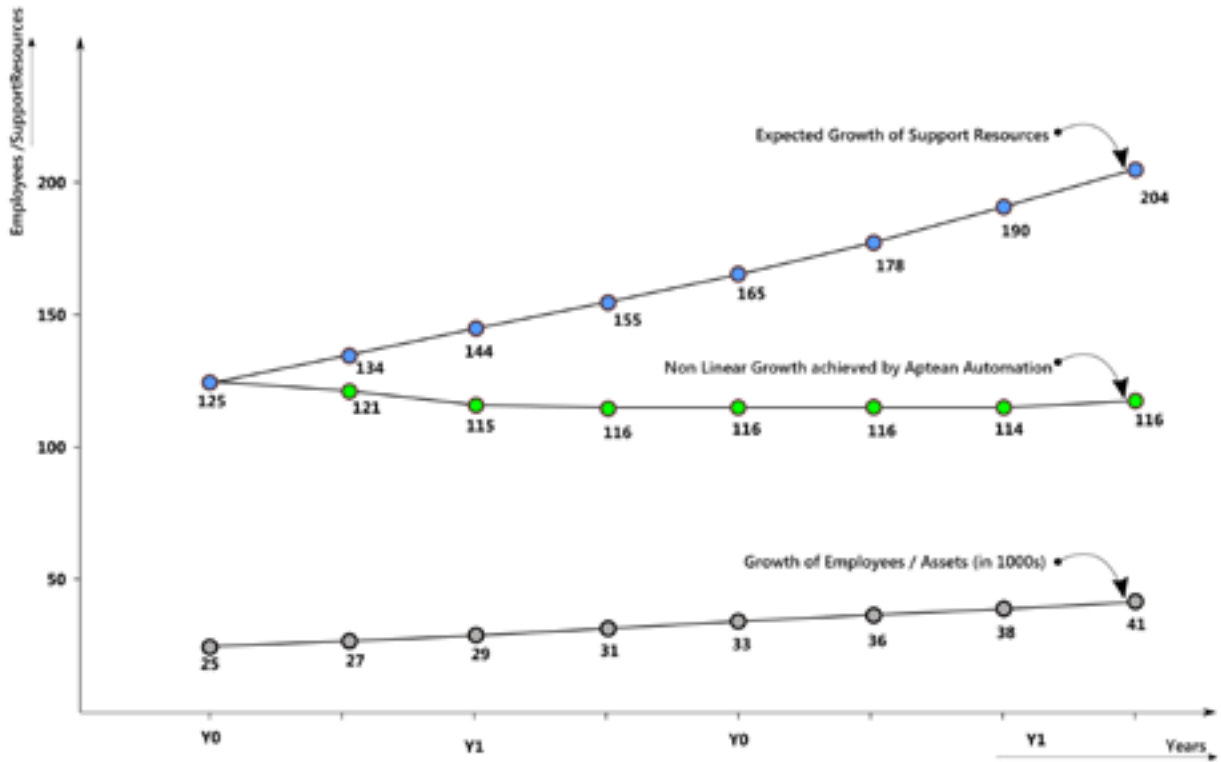
An enterprise that is growing its headcount at an average rate of 15% every year would demand a proportional increase in support resources to meet the growing needs of these users. This in turn increases the associated support costs and reduces the profit margins of the company.

Deploying an efficient automation solution like that of Aptean can significantly reduce these costs and break the myth of proportional resource addition. The table above illustrates how significant improvement can be achieved by service providers year after year by optimizing resources required to support the growing headcount. With automation, meaningful changes can be made to the resource allocation plan thus reducing cost, optimizing operational efficiency and business performance.

Business Value

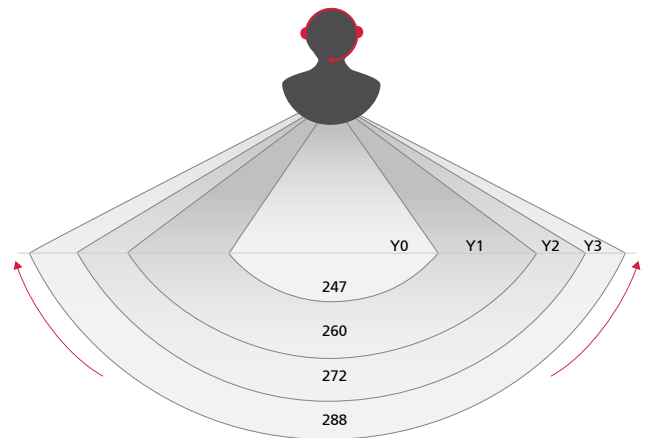
- Call avoidance by Proactive Support (15 -25%)
- Reduction in Call Volumes (min. 15%)
- Reduction in Average Handling Time (20% - 30%)
- Increased First Call Resolution (min. 15%)
- Reduced Desk Side Visit (min. 15%)
- Increase in End User Productivity
- Increased Customer Satisfaction

SUPPORT RESOURCES OPTIMIZED WITH APTEAN AUTOMATION SOLUTIONS



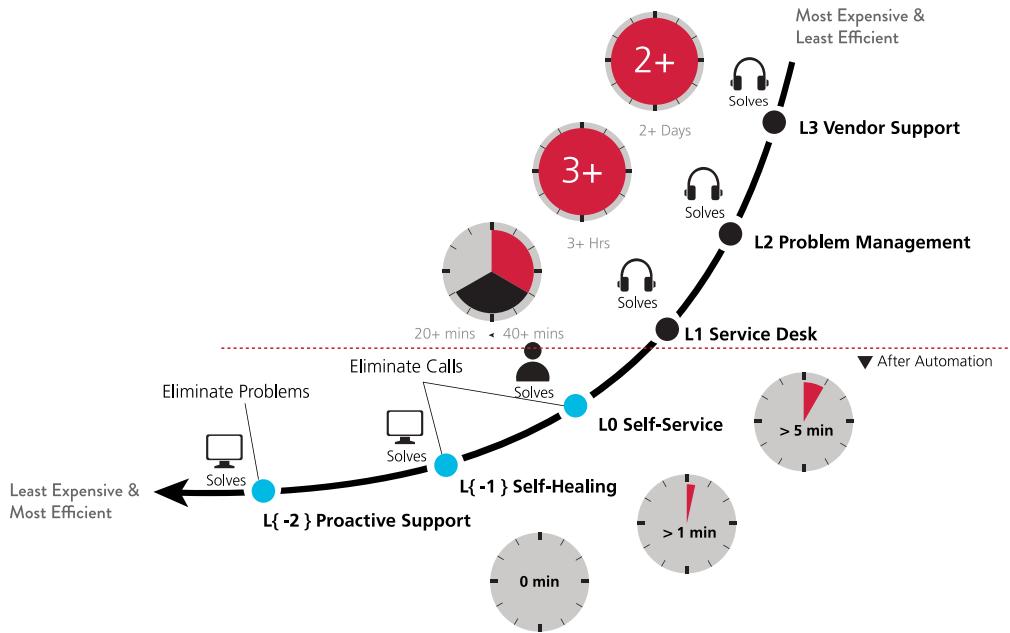
IMPROVING ANALYST EFFICIENCY

Organizations that adopt a strategic approach to their service desk operations can not only leverage a greater return on their technology investments; the cost savings and new process efficiencies will free up resources that can be applied for innovative initiatives that can help differentiate the organization from its competitors!



With tools that can enhance performance, support analysts can handle more issues year after year. Their productivity level gradually moves up!

ENHANCE OPERATIONAL EFFICIENCY WITH APTEAN AUTOMATION SOLUTIONS

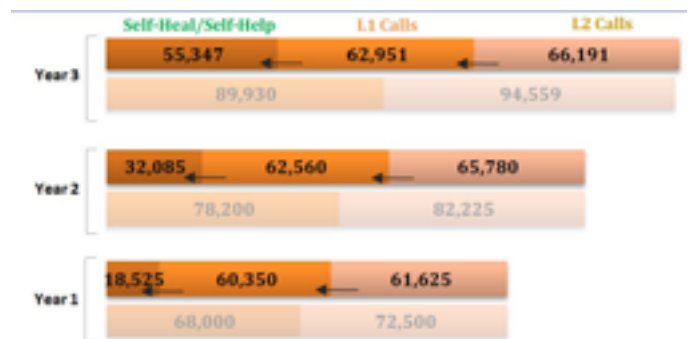


With immense growth in technology based business strategies and inclination to invest in solutions that demonstrate meaningful productivity benefit, the opportunities that can be explored with Non- Linear Growth solutions are countless!

You Can Achieve

- Higher end-user satisfaction
- Lower cost of interaction
- More effective support
- Increased call deflection
- Higher First Call Resolution rates for known issues
- No lost interactions
- Reduced zero-value status calls
- Greater interaction visibility
- Higher employee productivity
- Service channel optimization
- Continuous service improvement
- Insightful analytics

SUPPORT ISSUES SHIFT-LEFT



While a considerable number of L1 issues can be addressed by the Self-Help and Self-Service features, L1 analyst can start looking into L2 issues, and L2 analysts can solve complex issues more efficiently.

This whitepaper mapped out Apteau's key technologies and application capabilities. If you would like information on how Apteau solutions have worked for companies like yours, please contact us using the information below.

REQUEST A DEMO

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Join the list of leading players who believe in our model of sustainable growth Non-Linear Growth the Apteau way!



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For more information, visit: www.aptean.com