



## Global Enterprise Technical Support Services for a Global 2000 Company

### Client Profile

The client is an enterprise Storage and Data Management giant and a member of the NASDAQ-100

### Client Context

The Enterprise market is driving the growth of storage devices with outstanding technical capabilities and capacity. While installation and configuration is a one-time task, support for the devices is ongoing. Technical support for enterprises is an especially challenging area as most enterprises have very demanding IT departments. Technical support is therefore, ideally, a task farmed out to a specialist. Microland has exceptional expertise in the area as it is an industry leader in the design, deployment and support of storage systems for global players.

When the customer wanted to launch the all-in-one storage appliances capable of NAS, SAN and DAS for the enterprise segment, they looked for a partner who had domain expertise and was an existing player in global technical support. Besides, the customer had tight deadlines and budgets to manage. Microland, with its established processes to handle global technical support was ideally suited to offer a solution.

### Microland's blended solution for quick, cost-effective, off shore delivery

Microland suggested a blended technical support model after a detailed requirement analysis – Microland to handle L1 and L2 support with an L3 support team within the client organization for quick interface with product teams. Microland and client support engineers were trained together on product specifics by the product's design and development teams. Together, a knowledge base and technical support framework was created. End result? Microland manages complete L1 and L2 support from its state-of-the art service delivery center in Bangalore, India, resulting in 40% cost reduction, flexibility and scalability in staffing.

### Offering continuous improvement is key

Microland leverages internal quality assurance and training expertise along with comprehensive storage environment simulators and labs to reduce resolution time, escalation rate and improve resolution accuracy. Microland also identifies quick solutions to new issues and maps the solutions to the overall knowledge base. Microland's quality team, comprising of Six Sigma experts, stays focused on delivering value through improved problem solving.

### Results speak for themselves

The customer has benefited from accurate and professional technical support right from the launch of the product. Microland delivered a best-in-class average time to resolve ( 1.7 days ) with 75 % of all support requests resolved the same day right at the launch of technical support for the new product range. There has been a 29% reduction in average time to resolve and 80% of all support requests resolved the same day within the first year of Microland support.

### Support and Beyond – A True Partner

Microland, being a true partner of our client, proactively generated 124 warranty renewal opportunities within the first year of engagement. Microland proactively reached out to customers when our client released a firmware update, educating customers on the advantages of firmware update, procedure to update firmware and assisted 28% of customers update the firmware. When our client suspected a probable shipment of bad labeled disks by its OEM vendor, Microland proactively identified target customers, assisted them in testing the disks and helped replace all bad labeled disks without any impact to their production setup. Again, a proactive demonstration of partnership.

*Dependable technical support can increase customer satisfaction, create positive headlines, increase brand equity and ultimately the business value for technology companies. At Microland, we complement your core competency in technology innovation by leveraging our core competency – providing dependable technical support for a global enterprise market.*

– Sharad Heda, CEO,  
Global Technical Support Business  
Microland