

**HCL**

**ASM™** | HCL's Alternative  
in Managing  
Applications



IT leaders are faced with a paradox of shrinking IT budgets in the backdrop of expanding business, forcing them to find means to dramatically reduce the spend on application support. This in turn has weakened the rigor and agility of IT - leading to a poorer business alignment, thereby taking a longer time to adapt to business needs.



**AS A NEXT GEN OUTSOURCER, HAVE YOU CONSIDERED ASKING THESE QUESTIONS?**

**Why do I need ASM at all?**

Can the service provider enable me to eliminate incidents completely?

**Am I able to provide business with on demand services?**

Can the service provider enable me to reduce the risk of business fluctuation?

**How efficient is my IT in managing service requests and problems?**

Can the service provider impact the IT Agility while being responsible for RTB?

**Why am I not able to get additional cost take out from ASM?**

Can the service provider extract more out of ASM to help me fund my CTB initiatives?

**How transparent is my service delivery?**

Is the service provider focusing only on IT KPIs and ignoring business satisfaction?

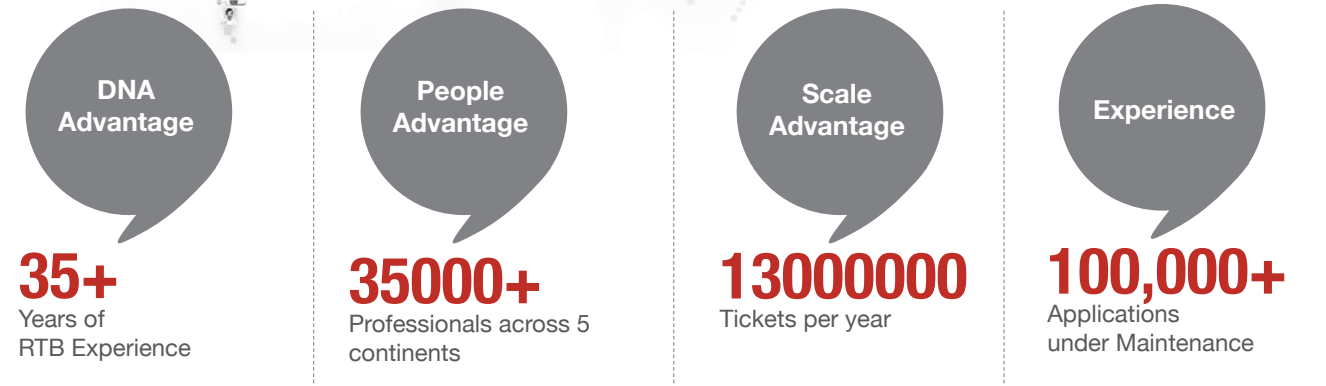
Several G2000 companies have chosen HCL to answer these questions because of our scale and process maturity.

## HCL introduces ALT ASM™

HCL brings over 35 years of experience in managing complex IT application and infrastructure environments to offer ALT ASM™, a unified Application Service Management framework. ALT ASM™ helps IT leaders manage and govern the “Run the Business” aspect of their process, and infuses principles of “Agile IT” to proactively help align business level KPIs with IT SLAs. Through ALT ASM™ we will take you to the next generation in application outsourcing.



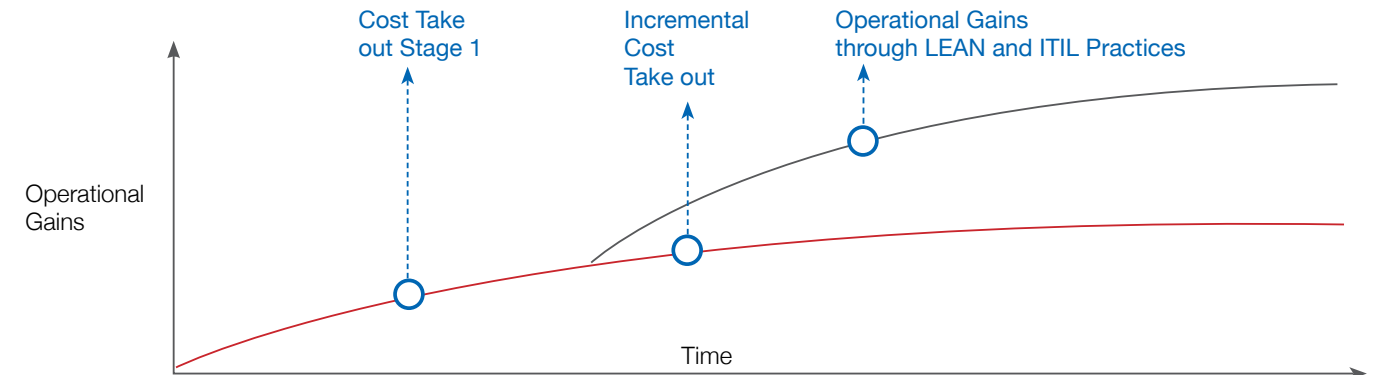
Global experience with scale and process maturity



Traditional ASM		ALT ASM™	
Effort driven cost management	↔	1	<b>Committed operational gains</b> with optimal service levels through LEAN and ITIL practices
Focus on Technology SLAs, Quality of Service		2	Focus on improving <b>Quality of Experience</b> with benchmarked practices
Technology aligned ASM with reducing efficiency as number of apps increased		3	<b>Business Aligned</b> Target Operating Model for increased engagement productivity & scalability
Ad-hoc problem resolution and service request management		4	Proactive methodologies and effective demand optimization for <b>predictive delivery</b>
Limited ability to support dynamic business demand		5	Transforming your IT environment to make it <b>ready for change</b>

...with continued focus on **managing operational risk**

Committed operational gains with optimal service levels through LEAN and ITIL practices.



Traditional ASM  
Cost Take out Stage 1

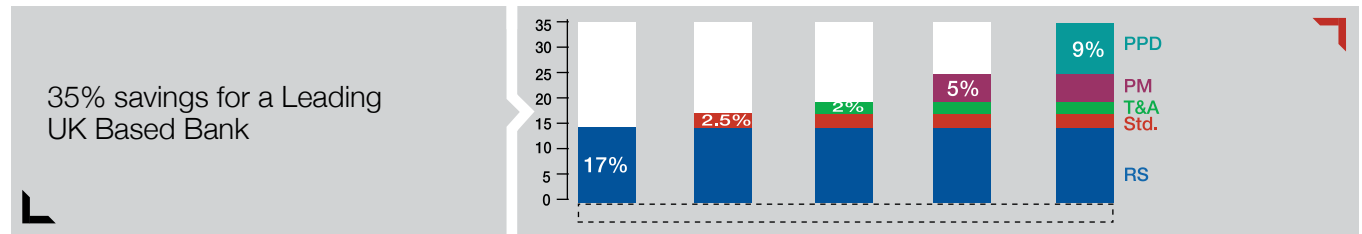
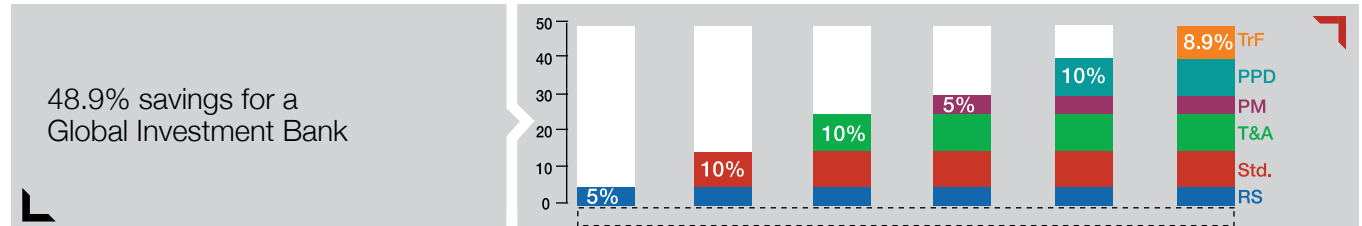
- Tactical process improvements
- Basic Service Levels
- Span-of-control enhancements
- Offshore Utilization

Traditional ASM  
Incremental Cost Take out

- Activity and Process Improvements
- Improved Service Maturity
- Incremental effort reduction
- Traditional Pricing and Delivery Models

ALT ASM™  
Operational gains through LEAN and ITIL Practices

- Service Excellence and Transformation
- Eliminate wastes through scientific measures
- Unlock capital to fund CTB Initiatives
- Business-Aligned IT



RS ▶ Right Sizing | Std. ▶ Standardization | T&A ▶ Tools & Automation | PM ▶ Performance Management | PPD ▶ Pro-active & Predictive Delivery | TrF ▶ Transformation

Focus on improving Quality of User Experiences changing the frame of reference from quality of service to quality of experience.



### IT Satisfaction

- Proactive Value Creation
- LEAN Principles
- Agility and Flexibility

- Adherence to IT SLAs
- IT Satisfaction Surveys
- Value delivered through employee led Innovation

### Business User Satisfaction

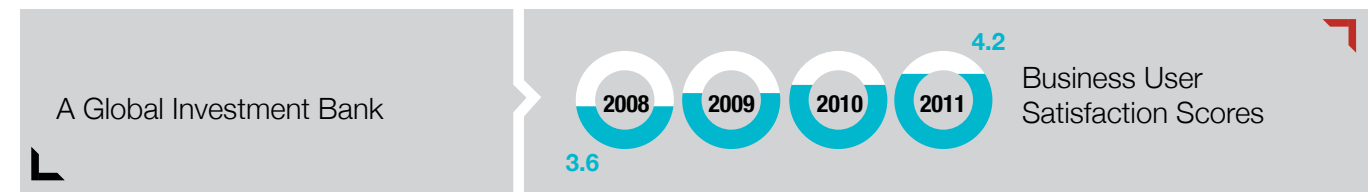
- Business Process Visibility
- Business Aligned IT™
- Proactive Value Creation
- LEAN Principles
- Agility and Flexibility

- Business Satisfaction Surveys
- Business Process Cycle Time reduction
- Voice of the customer programs- Call backs, proactive feedback
- Direct Customer Connect

### Customer Satisfaction

- Closed loop feedback mechanism
- Business Process Visibility
- Business Aligned IT™
- Proactive Value Creation
- LEAN Principles
- Agility and Flexibility

- Joint exercise to benchmark User Experience KPIs (e.g. target to improve Net Promoter Score)



A Leading US based beverage Company

Enhanced Customer Satisfaction by 10%  
Improved Customer Satisfaction by:

- Incremental Device Refresh
- Call backs to dissatisfied users
- Ticket Audit on 14 parameters and feedback to agents/resolvers
- 2 value ideas implemented resulting in reducing 300 hours of Business efforts

Improved engagement productivity through a Business Aligned Target Operating Model. Unique L1.5 provides improved First Call Resolution and faster resolution of tickets reducing Mean Time To Resolve.



Function 1    Function 2    Function 3

↓                      ↓                      ↓  
 Client Service Manager    Client Service Manager    Client Service Manager

Techno-Functional Managers interface with the business owners to ensure business requirements are addressed by IT. Offer complete visibility into business and IT Landscape.

Integrated Service Desk – Customer/ HCL

L1.5 Layer

- L1.5 acts as a Dispatcher
- It uses a KeDB based SOP for a quick work around
- It significantly improves the FCR and MTTR
- Integrated across Legacy, COTs and non-COTs applications

L2 Core Production Support Group

Flexi L2 Production Support Group

L3 Core Team – Dedicated to CIO Stream / BU

- Core Teams Dedicated to CIO Work stream
- Flexi Shared Services for common service lines-offers fungibility

L3 Flexi Team – Shared Resource Pool

Testing, Maintenance, Enhancements, Projects

- Common testing layer across AD and ASM for increased efficiency

Business Aligned Target Operating Model for increased engagement efficiency



Productivity index improvement by **150%** for a F500 document management company



Per person ticket handling increased by **25%** for a leading logistics company

Proactive methodologies and effective demand optimization for predictive delivery.



**Proactive Problem Management**

- Analysis of Ticket Topology – Runners, Repeaters and Rarities
- Automating standard incidents resolution through enhancements, changes or tools
- Reduction in Sev1 and Sev2 incidents through proactive root cause analysis

**Predictive Delivery**

- Incident Resolution by Skill Indexing
- Leverage Shift Planning, KeDB, and release management for faster incident resolution
- Self service tools for incremental repeating changes

**Effective Demand Management**

- Categorize demand into priority levels using demand priority matrix to decide on go/no go/defer
- Demand Capacity planning for Requests
- Use of techniques like JIT planning / Dynamic Shift planning
- Identifying opportunities to provide better alignment of resource to demand to eliminate period of over / under resourcing
- Demand Throttling

A Global Investment Bank

2973      2342

**737** incidents were reduced in 2 months by effective problem management

The Largest Bank in Australia

**759** incidents killed permanently by effective problem management

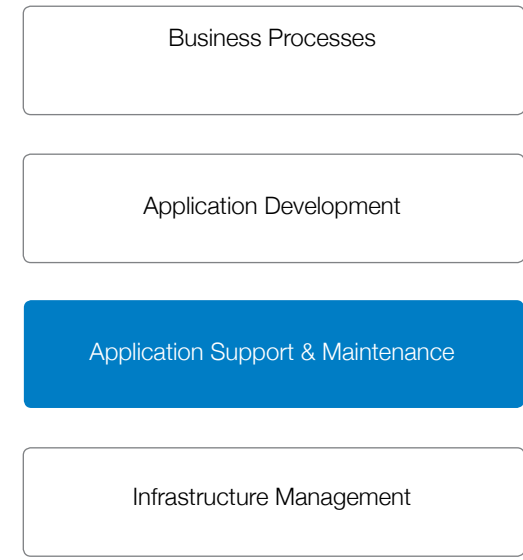
12%      9%      4.2%

Skill index improvement      Productivity improvement      Reduced account of tickets

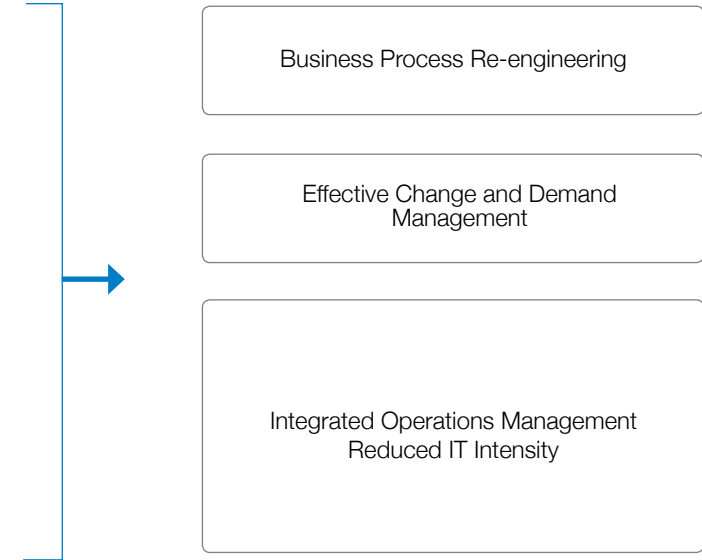
ALT ASM™: Transforming your IT-BPO environment to make it ready for change.



**Driving change across the entire IT-BPO stack**



**Benefits to the Customer**



<p>Savings worth USD 22 mn for a Global Investment Bank</p>	<ul style="list-style-type: none"> <li>• Proactively proposed the creation of a new light weight standardized reconciliation tool</li> <li>• Change incorrect client position reporting by customer into Options Clearing Corporation</li> <li>• Significant reduction in operational risk</li> </ul>
<p>A Leading Investment Firm</p>	<ul style="list-style-type: none"> <li>• Significant manual effort involved in Application Support and Maintenance due to use of non-electronic methods of trading</li> <li>• Proactively proposed the automation of the trading process which resulted in process alignment with other dealing functions, reduced risk and operational efficiencies</li> <li>• Process enhancements to deliver consistency and standardization</li> </ul>





HCL's Alternative  
in Managing  
Applications

Trust, Transparency & Flexibility Ideapreneurship  
Employees First Value Centricity  
Employees First Ideapreneurship  
Ideapreneurship



**Hello, I'm from HCL!** We work behind the scenes, helping our customers to shift paradigms and start revolutions. We use digital engineering to build superhuman capabilities. We make sure that the rate of progress far exceeds the price. And right now, 90,000 of us bright sparks are busy developing solutions for 500 customers in 31 countries across the world. **How can I help you?**

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