

HCL



AL **ASM**

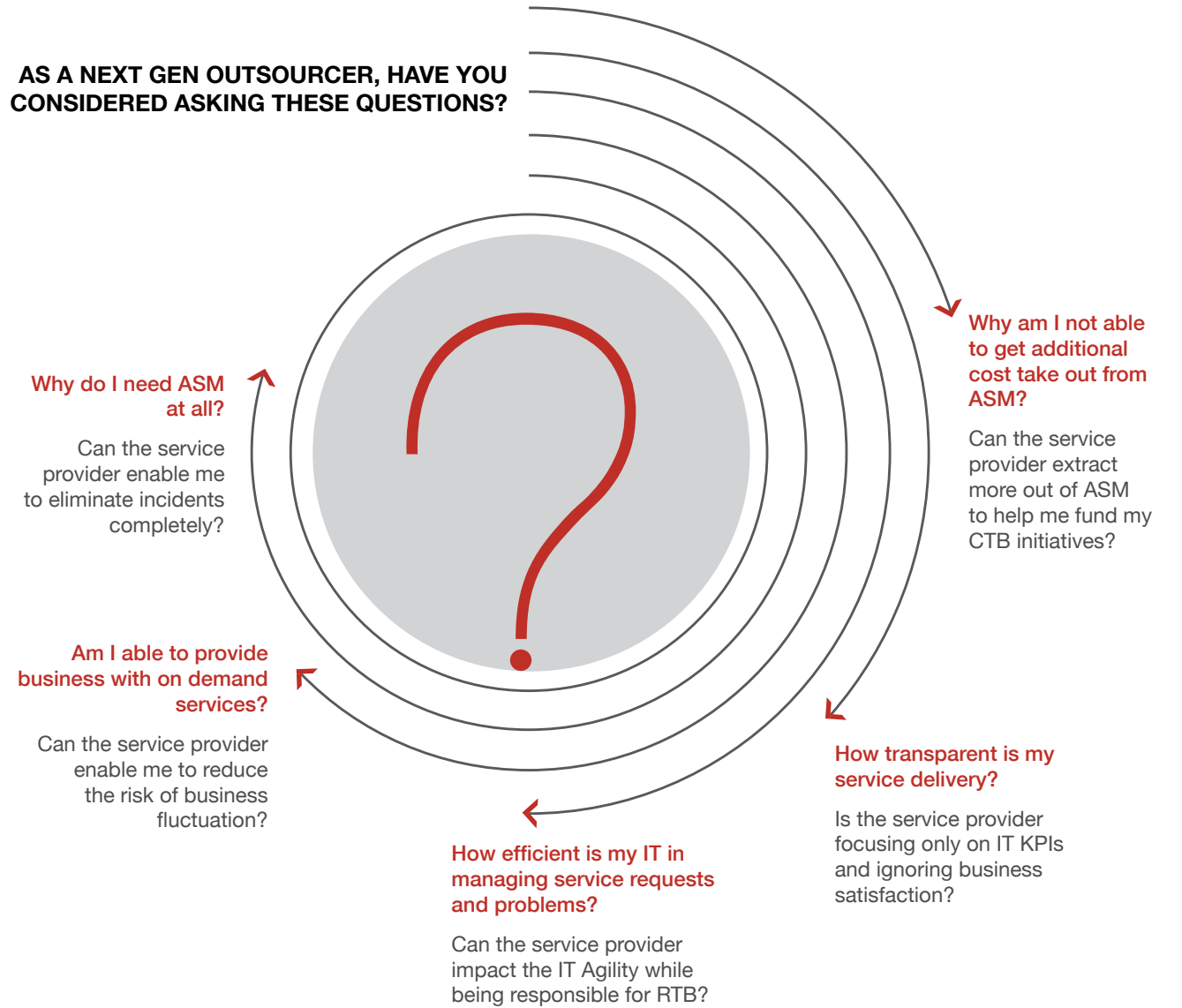
HCL's Alternative in Managing Applications

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.



Do any of the below questions keep you awake at night:

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



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 I.T application and infrastructure environments to offer ALT ASM™, a unified Application Service Management framework. ALT ASM™ helps I.T. leaders manage and govern the “Run the Business” aspect of their process, and infuses principles of “Agile I.T.” to proactively help align business level KPIs with I.T. SLA’s. Through ALT ASM™ we will take you to the next generation in application outsourcing.



Global experience with scale and process maturity

DNA Advantage	People Advantage	Scale Advantage	Experience
35+ Years of RTB Experience	35000+ Professionals across 5 continents	13000000 Tickets per year	100,000+ Applications under Maintenance

Traditional ASM – Industry Practice

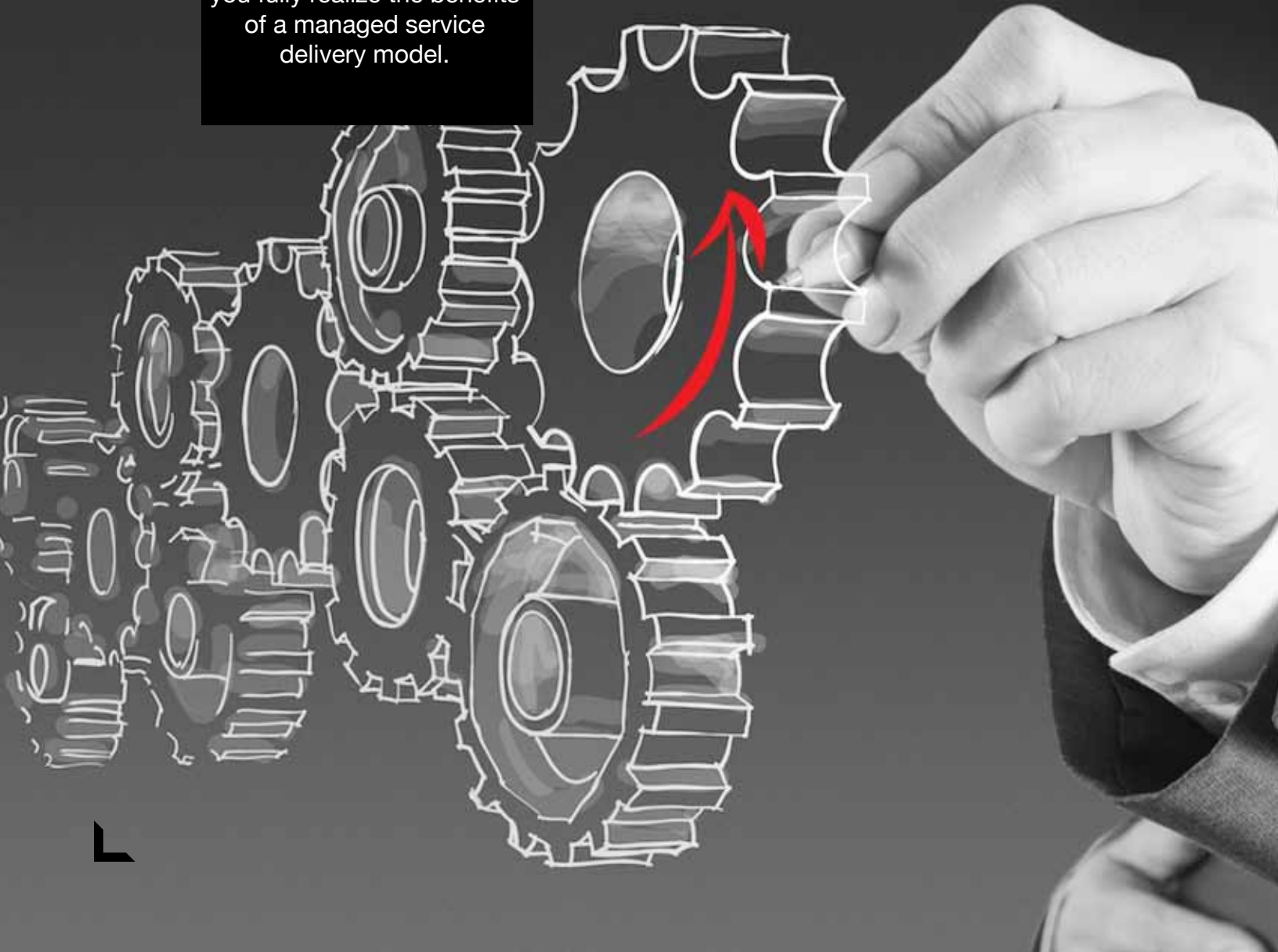
- Technology aligned **silos** leading to reduced efficiency as # of apps increased
- Increased **risk** with limited ability to support dynamic business demand
- Stagnation** in operational gains due to effort driven cost management
- Reactive** IT leading to poor Agility
- IT led KPIs; IT focused on **run the business** activities

ALT ASM™

- Business Aligned Target Operating Model for increased engagement **Efficiency**
- Flexibility** in staffing reducing the risk of business fluctuation
- Committed Operational Gains** from year 1 with optimal service levels through LEAN and ITIL processes
- Proactive problem management and service request management leading to increased **Agility**
- Business Led KPIs: IT focused on **Business Advantage**



ALT ASM™ is delivered through MaSCoT™ HCL's managed services framework. MaSCoT™ incorporates 40 service elements and several HCL accelerators that will help you fully realize the benefits of a managed service delivery model.



Managed Services with Continuous improvement leading to Transformation (MaSCoT)

MaSCoT is HCL's way of life in delivering managed services. It has built-in mechanisms for eliminating waste in IT through Lean principles.

Proactive preparation of business cases for Transformation

Discovery and optimization of business processes, applications, databases and IT infrastructure through BAIT™

Proactive initiatives for Value Creation within the scope of service

Value Portal through MyCustomer Portal

Productivity benefits through continuous improvement based on LEAN principles

- Right Sizing
- Standardization
- Performance Management
- Tools & Automation
- Proactive & Predictive Delivery
- Knowledge Management

Integrated reporting through MyCustomer Portal

- SLA/KPIs | Risk
- Business Value
- CSAT | Billing

Governance

- Multi-Vendor Governance
- Project Management
- Resource Management
- Risk Management
- Scope Changes
- Demand Management

Solution for Transition and Steady State services

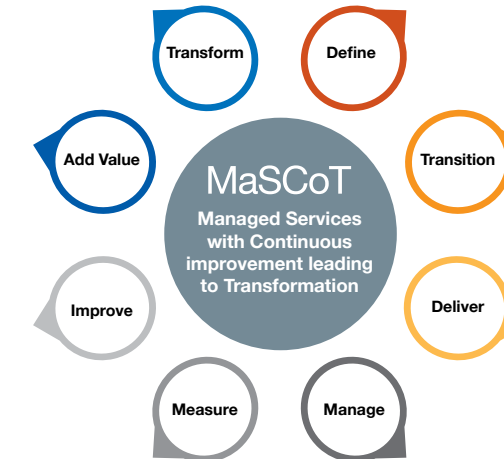
- Due Diligence
- As – Is Scope
- Solution Design
- Target Operating Model (TOM)
- Transition Strategy
- Governance | Price

Mature and proven ASSET™ methodology

- HR and OCM | SLA Finalization
- Tools Setup | Process Harmonization
- Robust Governance | Infrastructure Setup
- Third Party Contracts | Reverse Transition

Global Delivery Model

- Tools -(MAST/MTaaS) | IOMC
- CMMi/ITIL based Processes and Quality Control
- Standard Development and Estimation methodologies
- Disaster Recovery and Business Continuity
- Knowledge Management
- Information Security
- Shared Services



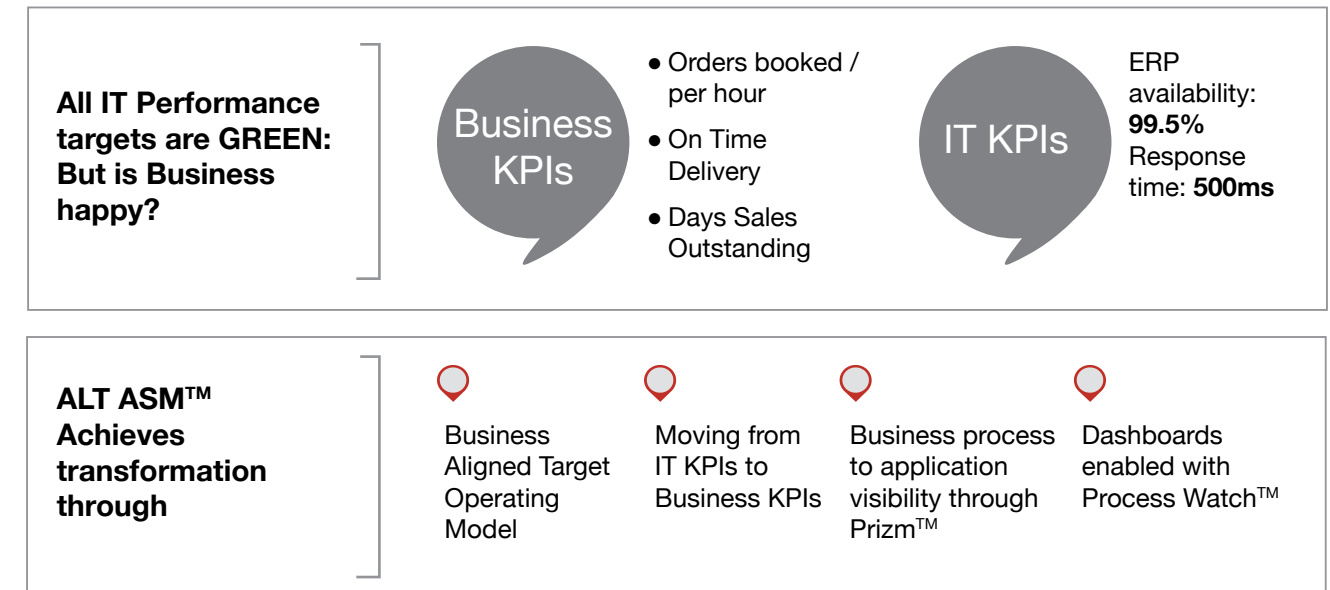
MaSCoT ensures:

- Scientific upfront discovery of optimization levers through baselining and benchmarking.
- Enhances business alignment while creating impact-free transition .
- Assures predictable delivery with emphasis on continuous improvement and commitment to adding value beyond contracted needs.

Have there been instances when your IT providers have met their SLA's and your IT targets show GREEN, however, the business still sees these targets as RED? End result being lower end customer satisfaction and a disconnect between IT and business.



KPIs aligned to business processes for Business Aligned ASM



Business to IT Alignment is very critical in creating the shift from IT SLAs to Business SLAs. HCL's proprietary tools enable a wholistic view from business process to IT infrastructure, thus creating a 360 degree alignment between IT and business.

This brings several benefits to the engagement, some of which are:

- Vertically aligned critical incident management
- Business KPI aligned proactive monitoring of IT environment
- Accurate application impact analysis for business process changes
- Accurate business process impact on IT changes

The unique proposition from HCL, is our ability to create this process mapping as a natural by-product of the information captured during knowledge transition, with the help of our proprietary tool called PRIZM™ and enabling ongoing monitoring using our proprietary BAM platform called ProcessWatch which can also be supplemented with customer's own BAM environment such as SolMan, Oracle BAM, etc.

Over 1.5 B\$ worth of ideas have been generated by empowered HCL employees across various engagements and stand a testimony to the power of value creation.

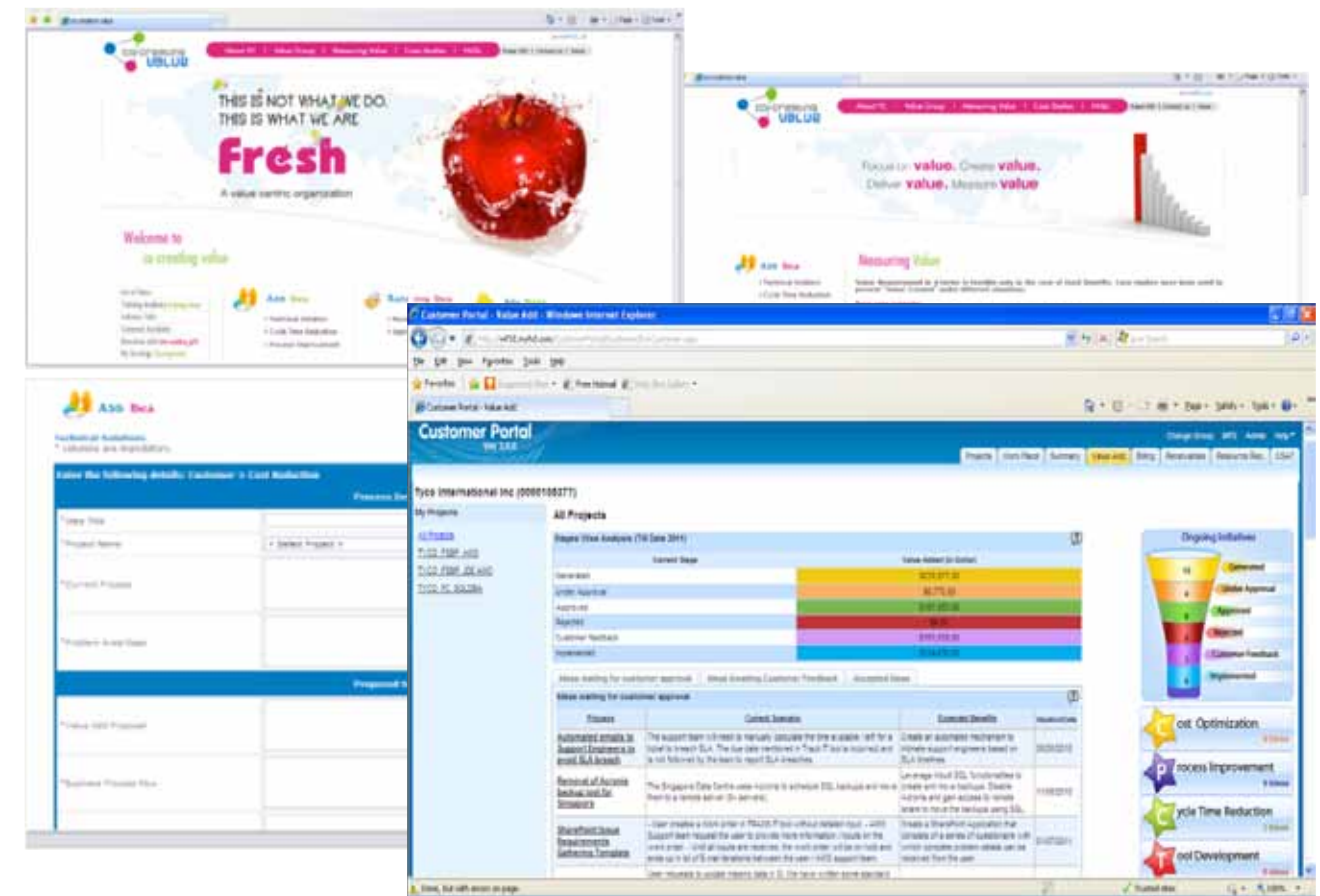


Value Creation @ HCL.

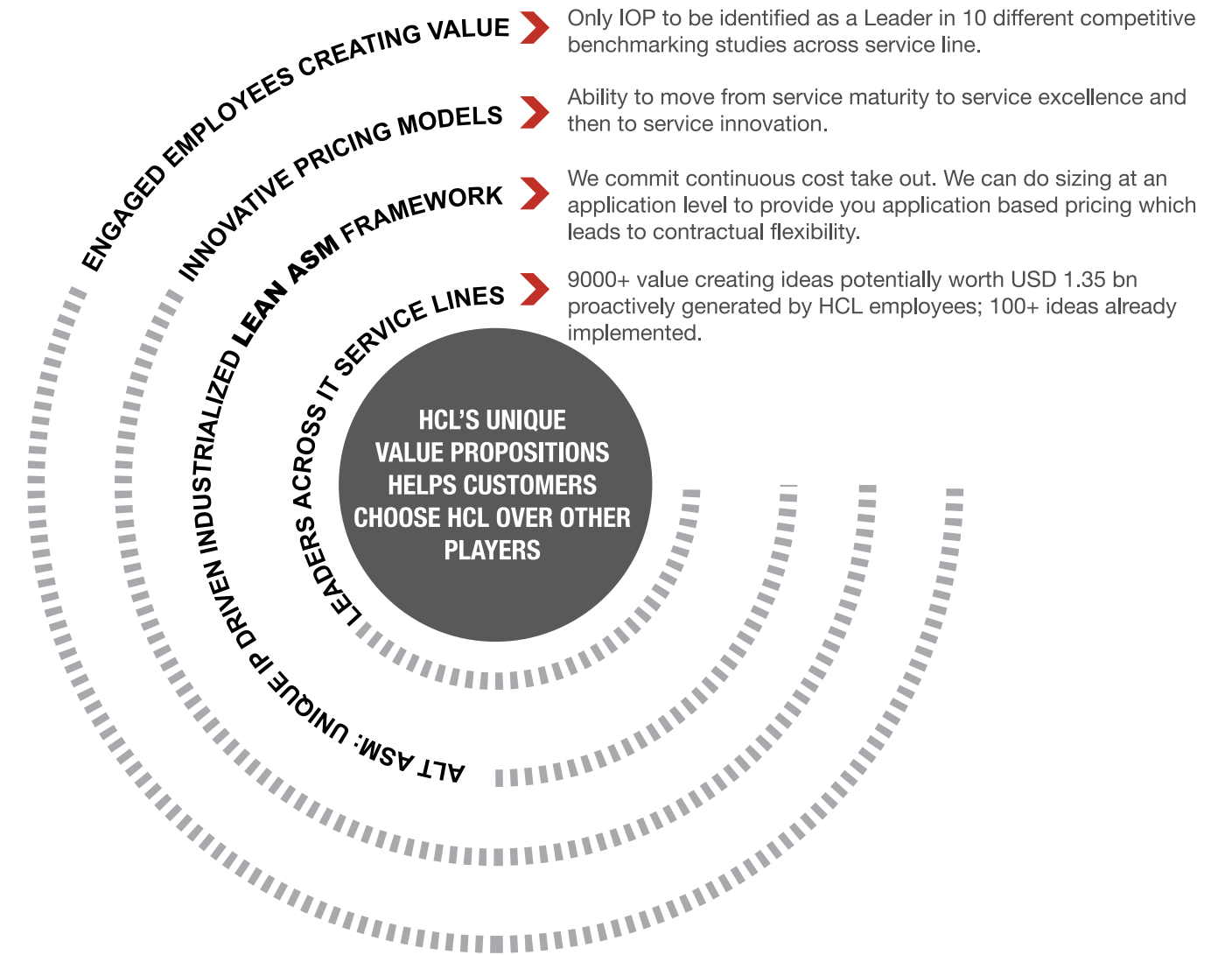
The Employee First Customer Second (EFCS) culture of HCL has enabled and empowered our employees with the ability to connect and create ground-up innovations in their engagements.

Every employee and engagement is measured rigorously on the value generated, which is acknowledged and approved by customers in a transparent manner through the Value Portal.

These values are over and above what HCL contractually commits in an engagement, thus seeding culture of innovation in each engagement. The value generated can be across business process improvement, cycle time reduction, operational efficiency, cost reduction, automation etc. Many of these value ideas get implemented in engagements without any additional investment from the customer and results in cost savings or business benefits or both.



For over 35 years HCL has believed in the philosophy of investing in clients, partners and emerging technologies to help address client business imperatives.








Customers across industry verticals have trusted HCL to deliver value in their complex application landscape and have chosen HCL as a partner of choice in their journey towards business excellence.



Some of our ALT ASM™ engagement snapshots:



- | | |
|---|---|
|  Business Aligned Target Operating Model for increased engagement Efficiency | <ul style="list-style-type: none">• 150% productivity improvement for F500 document management company• 25% productivity increase in ticket handling for leading logistics company |
|  Flexibility in staffing reducing the risk of business fluctuation | <ul style="list-style-type: none">• 34% cost savings for a leading supplier of ATE due to flexible ramp up and ramp down• Flexible ramp up/down leading to extra efficiency of 50% for a F50 Investment Bank |
|  Committed Operational Gains from year 1 with optimal service levels through LEAN and ITIL processes | <ul style="list-style-type: none">• 49% operational savings delivered for F100 global investment bank• 32% operational savings delivered for leading logistics company |
|  Proactive problem management and service request management leading to increased Agility | <ul style="list-style-type: none">• 52% reduction in number of incidents in a single year for a leading F&B company• 82% reduction in critical incidents for a leading logistics company |
|  Business Led KPIs: IT focused on Business Advantage | <ul style="list-style-type: none">• 50% reduction in O2D time increasing EBIT by US\$ 2.5M for a telecom supplier• Improvement in Order Management time by 19 hrs/mth for a leading F&B company |



Alternative makes business sense

CLIENT

Client is an American soft beverages (non-alcoholic) drink company. It is one of the largest beverage companies in the Americas which manufactures markets and distributes more than 50 brands of carbonated soft drinks, juices; ready to drink teas, mixers and other premium beverages across the United States, Canada, Mexico and the Caribbean.

AREAS OF ENGAGEMENT

- 5 Year Managed Services Contract Applications Support, integrated applications & Infrastructure operations, Infrastructure services. In addition, the client has signed incremental contracts for fixed bid large SAP Transformation projects.

CLIENT'S BUSINESS COMPLEXITIES

- Many applications were on old technology platforms (Mainframe, older versions of SAP, and other applications, etc.) which had performance issues, and did not meet business needs
- Difficult to introduce new emerging technology platforms on Mobility due to legacy applications platform
- Multiple vendors on T&M
- Lack of formal knowledge management
- Higher cost of IT
- Lack of service standardization

IT was more of an "order taker" rather than delivering business value proactively

SOLUTION HIGHLIGHTS

- End to End application services in scope – Support & Maintenance based on industrialized ITIL-based global delivery model
- Consolidation of IT systems into a single SAP instance

- Implementation and support of specific supply chain solutions in Global Availability To Promise, Supplier Network Collaboration, Advance Planning and Optimization
- Implementation and support of specific Business Warehouse and Business Intelligence solutions
- Business-Aligned IT – Incorporation of business process KPI monitoring through Applications Support
- Technology and Business process support of critical business facing mobility solution for Direct Store Delivery operations
- 24x7 Service Desk Support for Client's 6000 end users
- End User Computing services
- Managed Print services
- Managed Network service
- 24/7 Command Centre with Critical Incident Management capabilities

ENGAGEMENT SNAPSHOT

- Type: Combination of Managed Services and T&M
- Years Of Relationship: 5+
- Size Of Engagement: 186 FTEs

KEY TAKE WAYS

- Transition with Zero Business Disruption, with 100% of applications support transitioned in 30 days from multiple vendors
- Creation of Value Portal for capturing innovation ideas from team
- Large 18-month SAP-led transformation project to consolidate multiple business units into single instance completed on-time & On-budget

Notes

The World is noticing something unique about HCL



HCL's Employees First is a new and radical management philosophy which will catch on with the world sooner or later



Publishes a Case Study recognizing the business value of HCL's *Employees First* - "For HCL customers, improved engagement and employee passion translates into greater flexibility, proactive innovation, and a desire to do the right thing for the customer, regardless of what the rules might say", it says.



One of Britain's Top Employers for the 5th Consecutive Year



Exclusive report on EFCS recognizes that this philosophy empowers HCL's frontline employees to make decisions and take actions for the benefit of customers



HCL wins the Asian Human Capital Summit 2011 Award for its innovative and impactful people practices centered on its *Employees First, Customers Second* philosophy



Ranked as the world's Most Innovative Company in its workforce practices



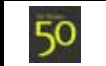
Darden School of Business has done a case study on the impact created by HCL through its "Employees First Customers Second" practice



HCL's Employees First and 'democratization' of management concept could 'bring about a corporate renaissance'



Harvard Business School teaches about HCL as a case study on business transformation highlighting the Employees First initiative



HCL is in the Elite "Thinkers 50" List



Acknowledges HCL Technologies as the world's most modern management



Honored with the Forrester Groundswell Award 2011 in the 'Management - Innovative Systems' category for 'Value Portal' - an employee idea exchange platform where employees collaborate, innovate and lead the implementation of their ideas to deliver value to HCL's customers



WorldBlu lists HCL as one of the 44 Most Democratic Workplaces in the World



Published by Harvard Press, **Employees First, Customers Second** is admired by global thought leaders - Tom Peters, Tony Hsieh, Gary Hamel, Judy McGrath, Ram Charan and Victor K. Fung; Ranked No. 17 on the Best Seller list in 800-CEO-READ; Listed amongst the 'Best Business Books of 2010' by the Library Journal of America; Ranked No. 7 on Amazon UK's listing of 'Best Business Books of 2010'.

Employees First Customers Second

In an industry that has long lived by the mantra that focus on the customer is the only thing that brings results, we wish to differ. At HCL, we focus on employees first. We believe that employees bring strategic value to an organization and are critical to its success in the global marketplace. The future growth and competitiveness of any organization depends more than ever before on attracting best talent, engaging and empowering them to achieve their own, and the organization's goals. Towards this, we practice Employees First - the first of it's kind of articulation, which is at the core of our efforts to provide our employees a work environment and culture they can take pride in. And it is lived everyday at HCL.



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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