

# PROVIDING PRODUCT ENGINEERING SUPPORT



#### **CASE STUDY**

# FOR A US HEADQUARTERED INDEPENDENT SOFTWARE VENDOR

#### **THE CLIENT**

The client is a Fortune 100 integrated threat management independent software vendor that has carved a niche for itself in the B2B mainframe and distributed IT infrastructure application space. With a footprint in North America and India, the client is renowned for its solutions that help companies improve their productivity and efficiency.

### **CHALLENGES FACED BY THE CLIENT**

With its growing customer base and scale, the client was looking for product engineering support for a specific product while ensuring cost optimization, product engineering and management.

## **HCL'S SOLUTION**

Given its rich heritage in software product re-engineering, HCL undertook the following:

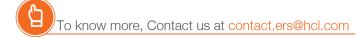
- Complete product engineering and support responsibility for a product that is worth USD 100 million in annual revenues and consists of B2C and B2B product suites across six individual market facing products
- Ownership for Research, Engineering, Quality Assurance, Localization, Tech Publications, Consumer & Enterprise Technology Support with shared Product Management
- Assumed responsibility for all aspects of software product engineering including in-sourcing, outsourcing, third party products use, localization, vendor management and product management

- Implemented CMMi-Services in the Quality Assurance and Support functions of the product
- Deployed suitable support tools and an automation platform to expedite the product re-engineering activities

#### **BENEFITS TO CLIENT**

The client derived several benefits from the solutions provided by HCL:

- An approximately 30% reduction in turnaround times from bug identification to resolution and 70% reduction in support volumes through support tools and automation
- Achieved a 20% higher booking rate than the budget in the context of the more efficient product engineering activities
- Improvement in customer satisfaction by more than 20% since the deployment of the HCL solution
- Increase in operating margins in excess of 20% post the introduction of the new working system. This is in contrast to a loss that the product unit made in Fiscal 2008
- Product recognition by virtue of the product ranking 6 stars and rated "best buy" by Antivirus Top 10
- Reduction in call abandonment rates on customer support from 70% to under 10% in 60 days, thanks to improved and streamlined redressal mechanisms
- Rationalization of the product roadmap through investment in support automation. Further HCL created a unique Internet Security Research Lab for the client





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