

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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