



IT firm nearly doubles annual workplace cloud services revenue

Customer: HCL Technologies
Website: www.hcltech.com
Customer size: 100,000 employees
Country or region: India
Industry: Information technology

Customer profile

Headquartered in Delhi, India, HCL Technologies is a leading global technology services provider operating in 31 countries worldwide with annual revenues of US\$6.5 billion.

Software and services

- Microsoft Office 365
- Microsoft Azure

For more information about other Microsoft customer successes, please visit: customers.microsoft.com

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Rakshit Ghura, Global Practice Director and Head for Workplace Services, HCL Group

HCL successfully expanded its Microsoft Office 365 business over the last two and a half years with its Workplace of the Future offerings. These help customers provide flexible, mobile, connected workplaces to attract new employees and boost productivity. HCL designs solutions to match Office 365 services to customers’ user profiles. HCL has sold more than half a million Office 365 seats and increased revenue by 40 percent year over year.

Business needs

Back in 1976, when India had a total of 250 computers, Shiv Nadar founded HCL Group as one of the country’s original IT “garage” startups. Over the next 40 years, a combination of technical competence and customer-centric offerings has earned HCL a competitive advantage in a global marketplace.

HCL counts Microsoft as a global strategic alliance partner. Working closely with product engineers at Microsoft to gain insight into the latest Microsoft technologies, HCL applies that insight to create branded offerings that meet emerging market needs through 25 service lines across 20 industry verticals. For the last two and a half years, HCL has applied

this approach to its rapidly growing IT Infrastructure and Application Services. Among these services, the company’s proprietary “Enterprise of the Future” framework encompasses a series of branded “Workplace of the Future” solutions—all built around Microsoft Office 365 in the messaging and collaboration space. These solutions give HCL a leading edge in the market because they help customers attract employees entering the workforce and boost productivity.

“HCL has invested in the Microsoft cloud platform because solutions like Office 365 and Microsoft Azure are best-in-class enterprise offerings,” says Brad Sommer, Vice President Global Head, Microsoft

Practice, at HCL Group. “We started the conversation with Microsoft about Office 365 two and a half years ago, when we saw how the workplace and our enterprise customers’ expectations for cloud-based productivity solutions were evolving.”

Offers cloud services that match customer expectations

According to Rakshit Ghura, Global Practice Director and Head for Workplace Services at HCL Group, five years ago, customers wanted HCL to move their mailboxes to the cloud, standardize their IT environments, and deliver the same tools to all employees. “Today, customers ask us to solve business challenges related to mobility and productivity in the workplace,” he says. “Companies are interested in attracting and retaining employees who want anytime, anywhere, any-device connectivity to their applications, all delivered with the same consumer experience they get with their technology at home.”

To that end, HCL invested in a Workplace of the Future task force where more than 250 HCL employees define workplace innovation solutions for customers. HCL currently offers 13 different workplace services that feature Office 365. “We believe that Office 365 fits perfectly into our vision for the Workplace of the Future, which is to provide the best enterprise-class solutions for productivity and collaboration delivered in the cloud,” says Sommers. “We are singular about our workplace solutions—they all rely on Office 365 as their hub.”

It has been a successful approach. According to Ghura, HCL has sold more than half a million seats of Office 365 in the last two years. “Thanks to our Workplace of the Future strategy, sales of Office 365 seats have been growing by 40 percent year over year for the past three years,” says Ghura.

Build solutions based on user profiles

To help customers create a modern, agile, collaborative workplace, HCL begins customer engagements in a consultative role, helping to define business strategies and goals for deploying Office 365. Then HCL performs a user profile analysis to understand the prevalence of different employee personas—task workers, mobile workers, knowledge workers, and power workers—within the customer’s workforce. This gives HCL an understanding of the employees’ expectations and of the kinds of business productivity capabilities that they need to do their work.

“Once we know the expectations from both the business and the user sides, we match them with the right Office 365 services and features,” says Ghura. “Our successful implementations are due to our user-centric approach across the life cycle: from the assessment phase to user education to the maintenance of a good user experience. We tailor our approach because no two customer solutions are the same: some employees need Microsoft OneDrive for Business to store and manage their documents, while others, such as workers on a shop floor, do not.”

Engage in multiple marketing channels

HCL successfully markets its Office 365 offerings by ensuring that analysts such as Gartner and IDC and deal advisors are well educated on how the company’s Workplace of the Future solutions solve business problems with cloud services. HCL also goes to market jointly with Microsoft. “We conduct daylong workshops at Microsoft Technology Centers, where we jointly present Office 365 and devise strategies to move a customer to the cloud,” says Sommers.

“These sessions are one reason we are taking market share from historically dominant providers and winning multimillion-dollar deals with household-name companies.”

Keep customers updated with new services

As Microsoft introduces new features and capabilities to the Office 365 suite of cloud-based services, HCL immediately goes to market with those features to keep pace with customers’ demands and deepen its relationships with them. “Because Office 365 is an evolving set of solutions, we can keep coming back to our customers with next-generation capabilities,” says Ghura. “We have a proactive approach to driving customer engagement through continuous contact with customer stakeholders where we take a tech advisory role, showcase our road maps, and undertake technology educational initiatives to help solve business problems. All this helps our customers keep up with evolving workplace requirements.”

HCL also credits the rapidly expanding Office 365 suite of services for helping it win larger deals with global enterprises. “Larger customers are seeing the true potential of Office 365 because the platform has evolved over the past three years, adding a lot of new capabilities, like the Yammer enterprise social network and Office 365 Video,” concludes Ghura. “These next-generation capabilities are in line with our Workplace of the Future vision, and enterprise customers are engaging with us to make sure that they can enable the capabilities in their workplace. It’s been great for business.”