Secrets to Value Based ASM Revealed

HCL's *Alternative Application Support & Maintenance* Solution

HCL

The Challenge

Do you wonder how to…

- deliver predictive application management
- provide operational excellence AND create value for business stakeholders
- replace your current ASM provider with a low risk, no cost transition
- drive efficiencies through innovation
- change your organization, gaining business process visibility for end-to-end incident management

Do you wonder why…

- it is difficult to leverage savings from operations into project-based work
- your business users complain even when IT KPIs are all green
- your support team is unable to align better with the business and deliver improved business results
- your support organization can't achieve significant reduction in critical incidents
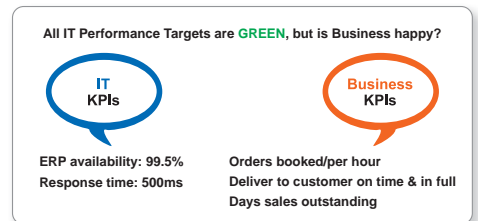
How can HCL help?

If you are wondering how to improve operational efficiency, reduce your IT costs and increase the business value of your enterprise systems, you are not alone.

It is time that you learned the secrets of value-based ASM, shared by many IT leaders at global 2000 companies.

HCL's ALT ASM™ is an application support and maintenance solution which addresses the entire application landscape, infrastructure & service desk in an integrated manner.

All IT Performance Targets are GREEN, but is Business happy?

IT
KPIs

Business
KPIs

ERP availability: 99.5%
Response time: 500ms

Orders booked/per hour
Deliver to customer on time & in full
Days sales outstanding
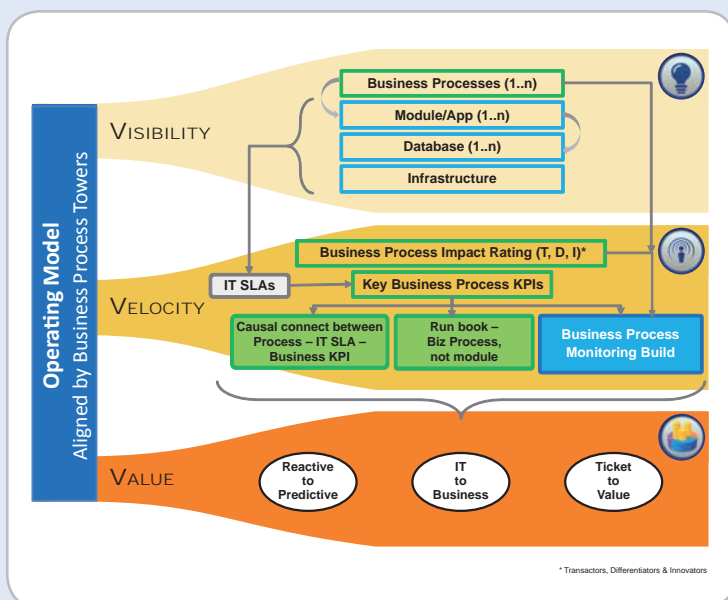
The IT and Business disconnect

HCL's ALT ASM™ delivers predictable, transparent and flexible services with committed operational gains across Custom and Package support engagements.

Our Business Aligned Target Operating model and proven Industrialized LEAN ASM framework provide cost savings while leveraging your enterprise systems for greater business value.

ALT ASM **The secret of successful ASM engagements?**
…unlock business value while reducing costs

VISIBILITY

Business Processes (1..n)

Module/App (1..n)

Database (1..n)

Infrastructure

Operating Model
Aligned by Business Process Towers

VELOCITY

Business Process Impact Rating (T, D, I)*

IT SLAs

Key Business Process KPIs

Causal connect between Process – IT SLA – Business KPI

Run book – Biz Process, not module

Business Process Monitoring Build

VALUE

Reactive to Predictive

IT to Business

Ticket to Value

* Transactors, Differentiators & Innovators

Aligning processes to applications; SLAs to KPIs

HCL's ALT ASM™ Service...

Creates Visibility into the causal relationship of business process components and IT transactions, helping to align IT services to business expectations, and deliver predictive services

Generates Velocity by delivering services faster and eliminates waste, leveraging LEAN to deliver operational savings

Delivers Value for business process KPIs that matter through sustainable innovation and value generation processes

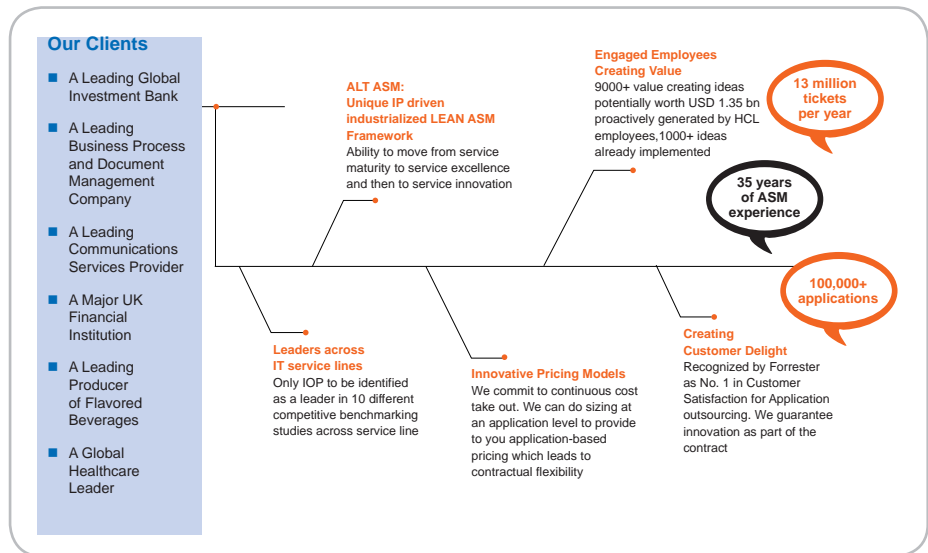This service is embedded with HCL's intellectual property, including:

- Role based Customer Portals (metrics visibility)
- Value Portal (idea lifecycle management)
- Prizm® (application-process-people mapping) for portfolio optimization
- Business Process Monitoring
- Increased self-service via Known Error Database (KeDB)

and a host of other customer specific initiatives.

HCL ALT ASM™ will drive greater value from your IT operations by delivering:

- A business function aligned operating model which drives increased productivity
- Business Process Monitoring that establishes a causal relationship between IT transactions, SLAs and business processes – sets up predictive maintenance
- Committed value creation/value idea implementation @ 3 to 5% of total contract value
- A Lean ASM Framework that delivers operational gains of 5 to 15% & 10 to 15% reduction in incident volume
- Application portfolio optimization through function and person mapping using Prizm®
- Zero Cost Transition: Our 'No Cost Transition' guarantee offsets the impact of changing service providers

Many best-in-class IT organizations have already benefited from HCL's ALT ASM™
Isn't it time that you did too?

Our Clients

- A Leading Global Investment Bank
- A Leading Business Process and Document Management Company
- A Leading Communications Services Provider
- A Major UK Financial Institution
- A Leading Producer of Flavored Beverages
- A Global Healthcare Leader

ALT ASM:
Unique IP driven industrialized LEAN ASM Framework
Ability to move from service maturity to service excellence and then to service innovation

Engaged Employees Creating Value
9000+ value creating ideas potentially worth USD 1.35 bn proactively generated by HCL employees,1000+ ideas already implemented

13 million tickets per year

35 years of ASM experience

100,000+ applications

Leaders across IT service lines
Only IOP to be identified as a leader in 10 different competitive benchmarking studies across service line

Innovative Pricing Models
We commit to continuous cost take out. We can do sizing at an application level to provide to you application-based pricing which leads to contractual flexibility

Creating Customer Delight
Recognized by Forrester as No. 1 in Customer Satisfaction for Application outsourcing. We guarantee innovation as part of the contract

HCL's Unique Value Proposition helps customers choose HCL over other service providers

What we have delivered with our Clients

HCL has helped many organizations across the globe and industries look beyond cost savings, to bring in **Business Value, Business Velocity** and **Business Visibility**

HCL helps organizations transition from traditional resolution-time and response-time performance metrics for ASM, towards business-aligned IT performance metrics

Business Aligned Target Operating Model for increased engagement productivity	• Productivity index improvement by 150% for a F500 document management company • 25% productivity increase in per person ticket handling for a leading logistics company
Proactive problem management for predictable delivery and reduced incident ticket volume	• 70% reduction in number of incidents for a top 10 telecom company • 82% reduction in critical incidents for a leading logistics company
Effective Service Request management to increase IT agility	• 60% reduction in effort by creating a copy configuration tool for a global pharmaceutical company • 20% increase in CSAT level for a global investment bank
KPIs aligned to business processes for Business Aligned ASM	• O2D time reduction by 50% • Concept-to-pre-production time reduced by 40% for an apparel giant
Committed operational gains from year one, with increased service levels through LEAN	• 48.6% operational savings delivered for a F100 global investment bank • 32% operational savings delivered for a leading logistics company

Benefits – the ALT ASM™ way

About HCL

HCL is a leading technology organization with revenues of $6.2bn and 90,000 employees operating from 31 countries with services spanning Enterprise Applications, Engineering, Infrastructure, Custom Applications and, Process Outsourcing.

HCL was listed in the 'World's 5 most Influential Companies to Watch' by Business Week, along with Facebook, Craig's List, SKS MicroFinance, Li & Fung.

Credentials

- Ranked No. 1 for client satisfaction and rated highest on Flexibility, Cultural Fit, Vertical Industry Capability & Price Competitiveness by a leading analyst

- Outperformed top Indian & Global Tier 1 service providers' revenue growth for the past 3 years

- The only Indian Service Provider to be ranked as a leader in SAP services by the three biggest analyst firms

- 9500+ ERP consultants delivering services to 3 million end users from 30+ locations across the globe

- Benchmarked by a leading analyst as a leader in IT services across ADM, EAS, Infrastructure and Engineering

ALT ASM™ Solution

Talk to us about our innovative ALT ASM™ solution and for a limited time you could receive:

- **Support Lifecycle Assessment** for no cost, HCL will provide a 10 day maturity assessment of your current support services*

- No cost **R12 technical upgrade** with a 3 year ASM contract*

- 2500 to 4000 man-hours of any **SAP related offshore services** at no cost with a 3 year ASM contract*

*Terms and Conditions Apply

$6.2 **BILLION**

31 **COUNTRIES**

90000 **PEOPLE**

SAP Global Partner

ORACLE® PARTNER

HCL – a company that empowers its employees to exceed customer expectations

www.hcl.com

hcleas@hcl.com

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