

Birlasoft achieves 25% reduction in Total Cost of Ownership for a Advertisement and Publishing firm via its Application Development and Support Services

CHALLENGES

The Client, World's largest magazine marketing company, was looking for an effective solution for managing, enhancing, testing and operation/helpdesk support for Front & Back-office applications. It was unable to meet time to market demand owing to continuously changing business landscape and budget constraints. The Client felt a need for better forecasting & planning to manage IT spend (CAPEX / OPEX).

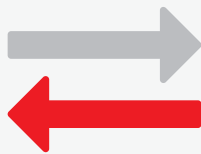
SOLUTIONS

- Application Production Support including operating system platforms, database support and monitoring services (L2 & L3 support including 100+ enhancements requests/ month)
- QA & Testing Services (10+ releases per month)
- Reporting Services (3 to 4 releases per month)
- L1 Helpdesk Services (24*7 support; handling 50+ tickets per month)
- Increased operating efficiency through agile scrum delivery model, resilient IT governance and virtual collaboration
- Collaborative development model enabling Faster Time to Market with waste elimination

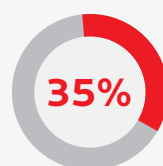
IMPACT



**50%
REDUCTION**
In time to market



**6+ CHANGES/
MNTH**
In application to
support business
needs



**35%
IMPROVEMENT**
In agile project
velocity



**30%
REDUCTION**
in ticket resolution
time; Improved
business user
satisfaction

Birlasoft, part of 150 year old multi-billion dollar CK Birla Group, enables clients in Manufacturing, Banking & Financial Services, Insurance, Media & Healthcare industry, to become competitive in their business by providing value-based information technology services, in onshore, offshore and near-shore models. Birlasoft's portfolio of services includes Enterprise Application Services, Custom Application Services and Specialized services like Testing, Analytics and Mobility. Birlasoft's robust delivery processes embrace digitized project management methodologies, embedded within proven practices of Six Sigma, SEI CMMI Level 5 and a secure services framework. Birlasoft has presence across US, UK, Europe, APAC including India.

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