

## CASE STUDY

## 24x7 Offshore Maintenance of CRM Applications For a Consumer Market Research Firm

One of the largest market research firms in the U.S. wanted to more cost effectively maintain its customer relationship management applications. The company, which provides business solutions based on point-of-sale purchase data to the consumer packaged goods industry, uses Siebel and Vantive CRM systems to track leads from the sales pipeline through to order status. The company's service and sales teams rely on these systems daily to assist existing customers and capitalize on new leads.

The client turned to Trigent to provide ongoing 24x7 system maintenance. As part of a long-term contract, Trigent is supporting the applications through teams working onsite at the client location in the U.S. and in Trigent's development center in Bangalore, India.

Trigent consultants worked with the client onsite to:

- ❑ Analyze current implementations, including the extent of customization, integration with other systems, reporting requirements, and status of documentation
- ❑ Identify current systems and infrastructure requirements and maintenance processes
- ❑ Estimate future needs for customization, enhancements, and maintenance support
- ❑ Define onsite and offshore staffing requirements and resource distribution, maintenance methodology, communication processes, and reporting requirements

After the Trigent onsite team familiarized itself with the current implementation and anticipated support needs, we began the process of transitioning maintenance to Trigent's offshore development center. The transition included knowledge transfer to the offshore team and completion of an online knowledge repository for the sharing of maintenance information among the Trigent and client teams.

By taking technical support services offshore, the company is achieving significant savings. It has freed its in-house system engineers to focus on new product development rather than internal system maintenance, while ensuring the software runs at peak performance around the clock.

*Contact your local Trigent office to find out more about the quality software services and solutions Trigent provides.*

***With Trigent providing 24x7 offshore support for its Siebel and Vantive applications, the client has gained significant cost savings while freeing its developers to focus on new product development.***