



Microsoft Customer Solution Software Asset Management Case Study



Customer: eTelecare Global Solutions

Web Site: www.etelecare.com

Customer Size: 13,000 employees

Country or Region: United States

Industry: Professional services—Business process outsourcing

Partner: Universal Management Solutions

Customer Profile

Based in Scottsdale, Arizona, eTelecare Global Solutions is a provider of business process outsourcing. The company supports more than 3 million client contacts per month through voice, e-mail, and chat.

Services

- Software Asset Management

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New CIO Gains Control of IT Environment, Establishes Credibility with SAM

“I would never take another job unless we conducted a SAM assessment right off the bat.”

George Hines, Chief Information Officer, eTelecare Global Solutions

A provider of business process outsourcing, eTelecare Global Solutions employs more than 13,000 people worldwide. The incoming chief information officer for eTelecare Global Solutions needed a fast and accurate assessment of his company's IT environment. Through a Software Asset Management engagement, he was able to navigate the company's licensing program, garner an accurate account of software and hardware assets, assess whether eTelecare was vulnerable to any potential compliance problems, and establish credibility immediately.

Business Needs

Founded in 1999, eTelecare Global Solutions offers solutions for business process outsourcing, including technical support, customer service, sales, and back-office support, delivered through voice, e-mail, and chat technology. With 15 service centers located in Philippines, United States, Nicaragua, and South Africa, eTelecare found that managing the company's IT environment could be challenging.

The company's new Chief Information Officer (CIO), George Hines, knew that he needed to have a clear understanding of what technology assets the company owned and the status of its licensing compliance. “I wanted to make sure that if a problem existed, I was

on top of it right away,” says Hines. “As a new CIO, you get about a 90-day honeymoon period and after that you are expected to be in control of everything.”

At the time, eTelecare was tracking its licensing data and software assets manually. Hines began reviewing the licensing, tracking, and IT management records for the company's approximately 600 servers and 11,000 computers worldwide. “I became concerned when I noticed a few quirks in the licensing records,” he says.

Further, Hines was aware that eTelecare was looking for growth opportunities across the globe. The new CIO saw the need for an IT management process that would assist the



company in tracking and managing its IT assets as it grew.

Solution

"I had participated in a Software Asset Management (SAM) assessment at my previous employer and saw the benefits it could provide," says Hines. "I knew it was a best practice that I wanted to engage in at eTelecare, so I could quickly gain insight into the IT management and infrastructure." Realizing that eTelecare could benefit significantly from a SAM engagement, he contacted Universal Management Solutions (UMS) to discuss the possibility of conducting a SAM engagement.

A Microsoft® Certified Partner for Licensing Solutions, Universal Management Solutions began by launching a discovery tool within a test environment, which eTelecare chose to use as a precaution and because the company has a very strict IT security policy. The test environment allowed UMS to address any problems with the inventory tool before the tool was launched throughout the company.

After completing the test, UMS deployed the tool throughout the entire company network. UMS traveled to some of the company's locations to monitor the inventory process. The inventory tool ran during off hours to alleviate possible disruption of business. In two weeks, eTelecare had an accurate inventory of licensing and software deployed throughout the company. The data was compared to existing licensing agreements and other license records.

At the same time, eTelecare was working on developing a new procurement process for software and hardware acquisitions. UMS added value as a consultant to help eTelecare understand the various versions of licenses and how to optimize the company's

purchases. "A Software Asset Management assessment serves an invaluable role for new CIOs to demonstrate their value to their new organization. Without tackling an activity like this within the first 90 days of leadership, the lack of SAM then becomes the new CIO's problem," says David Burns, Chief Operating Officer at UMS.

Benefits

Through the SAM engagement, Hines was able to identify minor licensing discrepancies at eTelecare. More importantly, the new CIO gained an accurate assessment of the company's IT assets and processes quickly and effectively. Also, Hines established himself within his new company and showed he is a leader.

Navigated the Licensing Program

The SAM engagement provided a means of assessing and analyzing eTelecare's multiple licensing programs and various off-the-shelf product licenses. As a result, Hines chose to consolidate to a single Microsoft Select Agreement.

Identified Potential Problems

As the new CIO at eTelecare, Hines could have faced many problems left behind as the legacy of previous leadership. "Luckily, I didn't find any big problems," says Hines. "But you have no way of knowing what you are inheriting. The SAM engagement allows you to identify problems right away and address them." After the SAM engagement, Hines has peace of mind knowing there aren't additional problems waiting for him to find.

Gained Knowledge and Control

"I would never take another job unless we conducted a SAM assessment right off the bat," Hines says. He was able to gain a fast and accurate understanding of the IT team

and appreciates the snapshot provided of the IT assets at eTelecare. Hines explains, "SAM highlights any breakdowns in the procurement, inventory, and overall management of IT assets."

Established Credibility

"The SAM process gave me instant credibility with my new organization," says Hines. If a licensing or compliance problem exists within IT, SAM will help to fix it. If problems don't exist, new CIOs gain the confidence to know that their IT department's processes are solid and management is secure.

Hines continues, "We were a relatively new public company at the time, and with that comes Sarbanes-Oxley requirements. I gained credibility with the finance team immediately because SAM helped them manage compliance as well."