

A small business with aggressive expansion goals seeking to use comprehensive IT solutions to support its growth.

CLIENT PROFILE

After years of neglecting its technology and IT organization, this small business needed an IT strategy to not only help meet its current demand for services, but also prepare itself for aggressive expansion in the future. After an infusion of investment capital, the business now had the money to upgrade its equipment, but internal conflicts, inconsistent communication between departments and a low opinion of the IT organization had to be addressed as well. To meet these goals, **OwlPoint** oversaw the replacement of its entire IT system, hiring of new staff, and facilitation of better working relationships between all involved.

INDUSTRY

- Financial Services

KEY INFORMATION

- Privately held
- \$50 million in revenue
- 80 Employees
- Recent infusion of venture capital
- Anticipated rapid growth

BUSINESS NEEDS ADDRESSED

- Planning for aggressive growth
- New IT system and technology implementation
- Corporate Social Responsibility

OwlPoint SERVICES

- IT Operations
- Sustainability Using Green IT Tactics
- Custom IT Training
- IT Strategy

OVERVIEW

After a few rocky years, a New England-based small business received venture capital and a new business plan centered on rapid growth. The leadership at the company quickly realized significant issues that needed to be immediately addressed. Their entire technology system was outdated and, as a result, the overall opinion of the IT organization was less-than-favorable. In addition to hardware and software concerns, the communication between internal departments was inconsistent, leading to unclear direction. It would take more than just improved IT for this company to meet the goals set by investors.

This small business turned to **OwlPoint** for help in achieving its revenue and sustainability goals. In addition to improving its IT organization, the leaders at the company knew they also wanted to utilize environmentally sound, yet cost effective IT practices

OwlPoint delivered a comprehensive solution and provided the framework and services for aligning the

IT organization with the current and future needs of the business. While this included replacing technology, it also meant working one-on-one with the staff to ensure everyone was on the same page, working from a place of mutual trust and respect.

BUSINESS NEED

The small business needed an IT strategy to support aggressive growth over the coming three-to-five years. Building a new system was a huge undertaking for a business with a small IT organization that lacked financial controls, had limited project management delivery capability, and was challenged by years of infrastructure neglect due to lack of funding.

Adding to the challenges, the business had to address an understaffed IT organization that lacked the skill set to adequately support the new system. To prepare the business for the future would require not only an overhaul of the entire IT organization, and better communication between internal departments.

SOLUTION

OwlPoint conducted a “current state” assessment of the IT organization. Leveraging IT Service Management (ITSM) techniques, **OwlPoint** crafted a strategic roadmap that set realistic priority and funding expectations for the investors so that the business could successfully put into practice the new system and the infrastructure needed to support business goals.

To facilitate better communication between the IT and the business organizations, **OwlPoint** helped the company form an IT steering committee, which also helped to raise the IT organization’s profile within the company. Additionally, upon system implementation, **OwlPoint** helped the IT organization hire a skilled team of infrastructure operations specialists to provide quality support for the new system’s end users.

OwlPoint further helped the business by developing critical processes and installing a change management process to reduce IT related business interruptions while installing the new system.

Finally, **OwlPoint** tapped its experience and passion for Green IT by helping the business create an eco-friendly data center. This was in line with the business leaders’ goal of using Green IT principles to reduce waste and lower utility bills. With **OwlPoint**’s guidance, the business reduced its data center floor space by 66 percent. This along with other Green IT tactics reduced electricity consumption by 56 percent, increased computing power to well over four times its original capacity, and allowed the business to use the newly freed-up space to accommodate its burgeoning employee base. Additionally, the business eliminated significant amounts of computer-related equipment without any impact to landfills.

BENEFITS

By instilling effective IT governance, this small company effectively aligned its IT organization with the future needs and vision of the business and its investors. With a clearly defined direction and supporting strategy, the IT organization was properly aligned with the rest of the organization and able to garner support from the business organizations as true partners.

By defining ITSM processes, this small business was able to increase customer satisfaction among its internal clients and had the processes in place to gather and report on key metrics necessary to facilitate the improvement of future services. By successfully executing numerous technology upgrades and refresh projects, **OwlPoint** provided the company with a stable and scalable IT architecture, as well as a system that was well received by the end users.

Key external agency customers were excited about doing business with a now customer-focused organization, significantly contributing to the high growth goals of the business. Moreover, stronger departmental communication made the business a more product place to work, as it now took less time to complete IT related tasks.

BACK TO THE BUSINESS

Enhanced Strategic Planning and Analysis - Focusing on future goals outlined in the **OwlPoint** roadmaps, the IT management team became a proactive, predictable organization.

Green IT - Newer technologies coupled with a significantly reduced raised floor meant less energy consumed. Keeping to a newly implemented zero landfill impact policy, outdated equipment was donated to a local socially responsible computer group that repurposed them for use in by underprivileged families and schools.

Increased Application Availability - The completion of several technology upgrade and stabilization projects coupled with OwlPoint led standardized processes, the client was able to effectively assess risk and analyze impact of planned changes before they occurred. The end result was improved service levels, reduced downtime, and the ability to effect change efficiently.

Staffing Agility - OwlPoint’s flexible IT operation capabilities and staffing models provided immediate user support, giving the new system credibility among its user community.

Improved Customer Satisfaction - Defining ITSM processes enabled the small business to gather and report on key metrics that helped improve internal and external customer satisfaction despite having gone through a system conversion and rapid growth.



OwlPoint, LLC

649 Route 206, Suite 9-117 • Hillsborough, NJ 08844

Office (888) 992-9695 • Fax (800) 910-6950

info@OwlPoint.com • www.OwlPoint.com