Case Study
Service Desk Drives Mobile Device Management Productivity

IT Infrastructure Services

- Onsite Service Desk
- Onsite Hardware and Software Support
- Mobility Support Services
- Operating System Migration
- Communications Technology & Network Support
- Continual Service Improvement
- Technical Staffing
- Logistics and Procurement
- Install, Move, Add, Change

Client Profile

The client is part of a global diversified pharmaceutical and manufacturing company with North American headquarters located in the northeastern United States. It supports approximately 28,000 end users across 35 locations in the United States, Canada and Latin America. The client has worked with Pomeroy continuously since 2005.

The company’s top criteria in its selection of a service desk provider included Gartner Magic Quadrant recognition, blue chip client referrals, and a demonstrated track record developing creative solutions to drive continuous improvement.*

The Challenge

The client struggled to support the company’s mobile devices due to a series of Mobility Management issues – platform migration, device configuration, data security, resource allocation and poor end user experience.

Inadequate Technology and Complex Processes

Legacy mobile device management (MDM) technology was unnecessarily complex, inefficient and time-consuming.

End users struggled to follow a 20-page device activation guide. Even with dedicated tech support, cumbersome device setup processes took three to five days to get new users productive – resulting in a growing backlog and a poor user experience.

Resource Allocation

The growing volume of new and replacement device setups (100+/day) combined with numerous manual processes consumed the client’s deskside support resources.

IT Agility

IT was unprepared to respond to LOB and Sales’ demands for more versatile, interactive mobile devices and platforms to improve productivity, and the resulting replacement of thousands of devices.

Asset Management

Users frequently misplaced company-provided mobile devices, and because there was no standard process to track them, over 2,000 devices were lost at an estimated value of over $1.2 million.

Results

- Reduced Mobile Device Setup time 98%, from 3-5 days to 1 hour
- Improved New Device Setup Throughput by 400%
- Saved $800,000 through improved asset tracking and device recovery
- Reduced dedicated client mobility resource costs by 33%
The Solution

The Service Desk took the lead in identifying a series of key process improvements, technology upgrades, resource reconfigurations and service enhancements.

- Streamline mobile device configuration and activation processes and deploy AirWatch MDM solution to reduce device setup time and improve device lockdown security capabilities.
- Migrate to new iOS and Android platforms, replace old devices and deploy 16,000 new smartphones and tablets to North and Latin America end-users.
- Centralize at the Service Desk all device configuration, enrollment, orientation and administrative processes, device troubleshooting and asset management to reduce client resource constraints and labor costs.
- Increase throughput of new device setups to meet higher daily demand by empowering a service desk team of cross-trained MDM administrators and technicians.
- Implement “white glove” approach to provide responsive customer service, device orientations, VIP deskside services and ongoing mobile lifecycle support to end users.
- Establish asset management, device reclamation and brokerage processes to reduce costs and provide a new revenue stream for reinvestment in the business.

The Results

PROCESS IMPROVEMENT
- 98% reduction in Mobile Device Setup time – to 1 hour versus up to 5 days.
- Up to 400% increase in New Device Setup Throughput.

COST REDUCTION
- $800,000 through improved asset tracking and recovery of field-based mobile devices.
- Dedicated technical resource costs reduced 33% by enabling a team of Service Desk-based mobility specialists.

The Value

The client observed that through creative problem-solving, streamlined processes and focus on the end user, Pomeroy’s Service Desk was setting up more end users in one day than it had been able to do in one week.

Client support costs decreased at the same time end user satisfaction increased as a result of Pomeroy’s emphasis on productivity, proactive customer service and quality.

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