Knowledge Adds Value for Networking Services Company

Universal E-Business Solutions improves responsiveness with Collaborative Professional Services Technical Knowledge Library.

EXECUTIVE SUMMARY

Customer Name: Universal E-Business Solutions

Industry: IT Infrastructure

Location: New York/New Jersey, India, London

Number of Employees: >80

Challenge:
- Optimizing engineer productivity when delivering and supporting complex networking solutions
- Resolving complex customer problems quickly and proactively
- Maintaining employee expertise, training, and certification for constantly-evolving product line and environment

Solution:
- Gave engineers access to advanced, proprietary Cisco configuration and best practices information to speed problem resolution
- Used advanced training and self-education to accelerate deployment of new Cisco solutions
- Encouraged all employees to use spare time for ongoing education and training using e-learning resources in Cisco Collaborative Professional Services Technical Knowledge Library

Results
- Accelerated problem resolution, resulting in client retention and more repeat business
- Improved engineering productivity through fast access to detailed configuration and Cisco best practices and intellectual property
- Reduced expenditures on training materials for ongoing certification and training

Challenge

Universal E-Business Solutions provides network services, consulting, support, and managed services to financial services organizations. Headquartered in the New York metropolitan area, the company has offices in New Jersey, Gurgaon and London to serve European markets. Because of the company's focus on the financial sector, its engagements typically involve high bandwidth, low latency, and highly secure networking environments.

As experts in complex and emerging networking architectures and a Cisco Gold Certified Partner, Universal E-Business Solutions works with many different Cisco® products. According to Mo Takhim, chief operating officer for the company, "Our depth of experience and knowledge of Cisco products adds a lot of value to our business."

Staying current with this knowledge was an ongoing challenge for the company's engineers and support staff. They deploy Cisco equipment in complex financial network environments, with low tolerance for problems, slow-downs, or outages. Although the team studies new products as they become available, getting detailed information about how those products work in specific configurations or environments is more challenging. They often rely on the hard-won experience of senior engineers, together with help from Cisco Technical Assistance Center (TAC).

For Universal E-Business Solutions, knowledge is value, and time is money. The time that the company spends trying to resolve customer network problems is time not spent doing billable professional services work for new clients. To optimize its value to the customer and productivity and profitability, the company needs to:

- Solve customer problems quickly, resulting in satisfied customers, more repeat business, and less time spent troubleshooting
- Streamline ongoing education, training, and certification on new Cisco products for engineers and support staff
- Continue to differentiate its business through the depth of its networking expertise

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> "Using Cisco Collaborative Professional Services Technical Knowledge Library adds value for our clients and for our engineers. We are now more responsive to our customers' needs and can solve problems faster than ever before."

Mo Takhim
Chief Operating Officer
Universal E-Business Solutions

Solution

Universal E-Business Solutions purchased a 12-month subscription to the complete Cisco Collaborative Professional Services Technical Knowledge Library in mid-2012 to enhance both its educational and support efforts. The Cisco Collaborative Professional Services Technical Knowledge Library helps Cisco partners and customers build advanced technical capabilities by offering unlimited access to proprietary Cisco documentation, e-learning, and self-study resources. It includes best practices documentation, experiential learning from proof-of-concepts, benchmarking results, test cases, and configuration examples. The complete subscription covers network infrastructure, security, wireless, collaboration, and data center technologies.

Says Takhim, "Honestly, I thought it would be another boring, difficult-to-search database of manuals and FAQs like we see from other vendors. I was wrong; Cisco did a great job of understanding what kind of technical knowledge partners need and how it should be distributed. It's a valuable resource for our business."

Results

Cisco Collaborative Professional Services Technical Knowledge Library is now an integral part of the Universal E-Business Solutions practice used for new solutions deployments, support, and ongoing training. Reviews of Cisco Collaborative Professional Services Technical Knowledge Library are now a regular part of the weekly projects and assignment meetings. And when support and engineering staff have free time, they use the resource to keep training and certifications up-to-date or research new products and capabilities that they can offer their clients.

Cisco Collaborative Professional Services Technical Knowledge Library has delivered significant bottom-line benefits, including:

- *Improved productivity and reduced engineering "bench time."* With access to detailed configuration guidance and deployment practices, the team can spend less time researching and troubleshooting problems and more time working on new, revenue-producing client projects.
- *Faster problem resolution.* Faster problem resolution leads to satisfied customers and repeat business, while improving the company's productivity. Using Cisco Collaborative Professional Services Technical Knowledge Library also reduces the number of calls that Universal E-Business Solutions makes to Cisco TAC.
- *Faster productivity with new solutions.* Universal E-Business Solutions' team can now present new products to its prospects without having to bring a Cisco engineer on the visit. This capability reinforces the depth of their networking expertise with the client. "Having training accessible at any time gives us a much shorter time-to-competency," says Takhim.
- *Reduced training costs.* Using the integrated training and certification within Cisco Collaborative Professional Services Technical Knowledge Library lets the company reduce the money spent on training materials while increasing its ongoing training and certification efforts.

The solution paid for itself easily on one particularly complex engagement with a large financial client. After spending more than a week searching for the source of dropped packets using standard troubleshooting processes during off-peak hours, the Universal E-Business Solutions engineers turned to the Cisco Collaborative Professional Services Technical Knowledge Library. They discovered a specific issue

related to light levels on the fiber for one port in one switch. Not only did they solve the problem, but they also impressed the client's own experts and specialists with the depth of their knowledge on the device.

Says Takhim, "Much of our managed services and professional services business comes from repeated consulting engagements. If we had not been able to resolve that problem, we would have lost not only that specific project, but also a future stream of work from that client. Having access to the Cisco Collaborative Professional Services Technical Knowledge Library was priceless to us."

Next Steps

Takhim's next goal is to get broader use for the Cisco Collaborative Professional Services Technical Knowledge Library within the company's support staff, so they can offer better first-line support and increase first-call resolution. "The support team is used to picking up the phone and calling a person when there is a complex problem; we can improve their expertise and help them find more answers on their own using Cisco Collaborative Professional Services Technical Knowledge Library."

And as the company continues its global expansion, Cisco Collaborative Professional Services Technical Knowledge Library will play an important role in ensuring that individuals around the world are kept current on new products, training, and certifications.

For More Information

To find out more about Cisco Collaborative Professional Services Technical Knowledge Library, visit: http://www.cisco.com/web/partners/services/programs/collaborative/downloads/cps_knowledge_srvcs_ds.pdf.

Product List

· Cisco Collaborative Professional Services Technical Knowledge Library (CPS TKL)

· Cisco Technical Assistance Center (TAC)

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