

Case Study

Standardized Solutions Leave Little Room to Meet Diverse IT Needs



The Client

Client is a global leader in the chemical manufacturing industry. Their primary products, phosphates, are used by the food, pharmaceutical and industrial market segments. They cover a wide range of applications including water, paper and metal treatment, agriculture, electronics, textiles, meat preservation and detergents. The company formed as the result of a divestiture in 2004 which included staff, manufacturing and R&D assets, but no IT services.



The Situation

Immediately following the formation of this company, an RFP was issued for outsourced IT services. Dynamic Strategies was invited to submit a bid based on previous work they had done for the new company's Director of IT. Although Dynamic Strategies made the short list, under the influence of the client's parent company, the job was awarded to an enterprise outsourcer. In 2004, Dynamic Strategies was still a relatively new company formed just seven years prior.

As it turned out, the client's relationship with their newly selected vendor had a rough start. In year three of the contract, the client was dissatisfied with inadequate response times as well as the process design work being delivered. Often times, the client waited 6 to 8 weeks just for a Statement of Work on projects that could have been completed in less than one week.

It was about this time that the client was spun off and went public. The client endured another three years and at the end of the six year contract, a new RFP was sent out. As the client's Director of IT phrased it, "We just felt that their service deteriorated to the point that it was no longer the model we were looking for." Because Dynamic Strategies had stayed involved with the client over the six years, working on one-off projects, the company now saw them as a much more experienced and mature organization. "We were very comfortable with Dynamic Strategies. They certainly have skilled and talented staff. And, because of their growth over the last six years we felt that they were a much more viable option" to become the vendor of IT managed services.



The Solution

Dynamic Strategies responded to the RFP, along with the incumbent company and two other candidates. Dynamic Strategies was selected because the client knew from previous engagements that they had a very strong focus on delivering customer satisfaction – no matter what it takes to achieve it. Not only did Dynamic Strategies impress the client with their standard processes, they also demonstrated, during past projects, that they are willing to deviate from the “cook book” in order to resolve an issue or complete projects with exceptionally short deadlines. Dynamic Strategies also makes it a practice to revisit completed work to determine how best to make certain that the process in place meets the overall spirit of the contract and is compatible with the client’s work culture. As soon as Dynamic Strategies won the services contract, they immediately implemented a discovery initiative. With the previous vendor on their way out, there was a very short window of time which would

However, in the IT outsourcing business, “big” can often be a double-edged sword. While the enterprise vendor may have abundant resources available, their solutions are often standardized and leave little room for addressing diverse IT needs of a mid-size client, especially one in growth mode. And then there’s all that “big company” red tape that boondoggles the completion of work.

permit Dynamic Strategies to collaborate with the previous vendor to determine the current state of work completed and work in progress. They quickly discovered that most of the incumbent’s projects were well behind schedule. They also found patches and backups not functioning properly.



Without delay, Dynamic Strategies began working side-by-side with the client to cut over their help desk. Next, they initiated a complete migration of their data center in its entirety, which was completed a full 12 hours ahead of the 48 hour schedule.

According to Dynamic Strategies' President, Joe Infante, "Everything we said we were going to do, we did. We're right on track for a perfect engagement. They knew they were in trouble and they trusted us to get them back on the right track. It's definitely a good relationship."

Moving Ahead

The client has acquired two new companies since the time Dynamic Strategies signed the contract. Work to integrate these new acquisitions was started immediately. Additionally, the client has built a very large remote operation in Mexico that also will be integrated. It's a challenging undertaking, but if history is any indicator, Dynamic Strategies will complete the work on time and on budget while meeting or exceeding their client's expectations.

Client Assessment of Dynamic Strategies

"Dynamic Strategies' first goal is always to have us get what we need done, done when we need it, which is very important to us," according to the client's Director

The client's Director of IT Services summed up the experience by commenting, "The Monday morning following the move, we did not receive a single problem phone call or complaint from anybody in our entire company. Dynamic Strategies did a very good job. They have very strong people who were involved and really lead the project for us. Our staff is thrilled with Dynamic Strategies."



of IT Services. “I have a strong team of knowledgeable engineers who like to be able to have contact and communicate with the outsourcing organization directly; to go through white boarding, architectural, or brain storming sessions. Dynamic Strategies is very accessible.”

This new working relationship is a huge step forward versus the previous vendor’s delivery methodology, which involved a great deal of bureaucratic protocols that slowed work to an unacceptable pace. The client “wanted more personal touch and contact with the vendor. Dynamic Strategies has brought that personal touch to the table, big time, for us. Not to mention that they just are an extremely capable and talented group. And, to top it off, they are very competitively priced.”

About Dynamic Strategies

Dynamic Strategies is a privately held Information Technology Support Provider specializing in servicing clients which are headquartered primarily in the New Jersey, New York City, and Philadelphia regions and have one or more satellite locations across the country. Having longterm client partnerships dating from our founding in 1997, our approach has consistently proven to reduce operational costs while increasing end-user satisfaction. Dynamic Strategies brings value to our partners through superior levels of knowledge, flexibility, interface, and accountability.



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