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Business Reimagination through Total Workplace Transformation for a

Global Pharmaceutical Corporation

Case study

Customer background

The customer is a US headquartered leading pharmaceutical company. The company operates out of US, Europe, Canada and Japan, and manages a diverse multi-cultural workforce. Among the fastest growing US pharma companies, the customer was expanding across geographies and adopting inorganic growth as well via strategic acquisitions and mergers.

Theirs is a story of business reimagination amidst growing complexity. The customer turned to technology investment for facilitating growth and gaining a competitive advantage in the marketplace. The focus was primarily on creating an all-encompassing next-gen workplace from scratch, that would be efficient, highly productive, on-demand, robust, secure, data driven, and collaborative for a fast-growing, multi-cultural workforce.

Business Objectives

The customer was focused on building infrastructure throughout North America and Europe to broaden the availability of current and future medicines. They wanted to enhance workplace performance and employ the best professionals to focus on customer centricity.

To manage the growing business efficiently, the company needed to transform its legacy workplace and collaborations to a modern and globally connected workplace.

The customer was looking to identify a fully equipped partner to embark on its vision of total workplace modernization.

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Note: Zensar's Foundation Services has been rebranded as Cloud, Infrastructure, and Security Services.

Challenges

While the enterprise was growing briskly, at the same time it was facing headwinds in terms of meeting market demands, aligning operations across continents and securing business growth with innovative product launches.

The existing fragmented legacy technology landscape had become a major hindrance, and was impeding business growth.

The disparate workplace systems and tools were not in sync with the expectations of new age employees and their ways of working. The current workplace was not able to support multiple personas to provide a seamless user experience.

Business growth was also increasing complexities in managing multiple vendors across continents.

Solution

The company wanted to reimagine its systems and processes which would allow them to launch new products rapidly and respond quickly to changing market dynamics. While at the same time, be resilient and agile.

Zensar, a long-term partner to the client and proven brain trust for digital workplace transformation, was onboarded to enable the customer's vision of a modern workplace. Zensar conducted a detailed analysis and advised a transformation roadmap with quantifiable milestones to allow the customer to overcome its challenges and leapfrog into a growth trajectory.

Unified global solution: To provide a seamless experience to employees across continents, Zensar transitioned the customer from a time and material model to a managed services model.

Transition to ServiceNow: Zensar enabled the customer's transition from a service desk-based ticketing tool to ServiceNow.

Multi-lingual service desk: Zensar provided multi-lingual service desk support to all employees from corporate to field workers to off-site users across the globe. Deskside support was also provided at corporate facilities.

Multivendor system maintenance: Zensar supported all the customer's mission-critical servers and many of its Dell servers in three data centers located in the US and Canada. All the SIAM service management modules (service management office and tools) were managed by Zensar across vendors.

Next-Gen collaboration: Zensar empowered the customer to usher in the era of digital, through advisory and implementation of the right collaboration suite of products. Zensar provided automated deployment of Windows 10, migration to the cloud based on Microsoft O 365, BYOD, enablement of collaboration tools like SharePoint, Skype for business, and enterprise mobility solutions. Zensar also enabled knowledge accelerators and a behavioral change management framework.

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End-to-end asset management: Zensar provided market leading mobile device management solutions to manage IT assets for 2,000+ sales representatives of the client's customers, ensuring each sales team member is empowered with right set of tools and technology to go about their jobs efficiently and effectively. Zensar managed the mobile devices end-to-end from device set up, to imaging, tagging, break fix and logistics.

Automated employee onboarding: Zensar provided a team of outsourced IT professionals equipped with right skill sets matched to the customer needs. Additionally, Zensar automated the on boarding process end-to-end across their environment.

Technology Landscape

- Altiris
- Bomgar
- Win Magic/Secure Doc
- Junos Pulse
- Good App
- Active Directory
- Service Now
- SSO–One Login
- iConference
- Skype for Business
- Secret server
- Clarify
- SharePoint/Team Rooms
- Symantec End Point encryption
- Wi-Fi, MiFi/iPass
- Video Conferencing
- MS Outlook, MS Office tools

Impact

- More than 30% reduction in TCO
- The transition from a 16x5 to 24x7 support model enabled seamless business operations for the customer. Continuous support ensured downtime reduction, faster incident resolution, proactive recurring incidents elimination, quicker problem management, and improved customer engagement
- 98% CSAT meant all SLAs achieved consistently across all service levels and KPIs
- Device provisioning time reduced to 4 days from 12 days
- Zensar empowered the IT organization to scale up to meet growing business demands without incurring additional costs
- Customer IT organization was able to break shackles and invest more time into strategic technology projects, and at the same operate with improved efficiency
- A vision of a highly personalized, engaged and collaborative workplace was achieved, where employees were empowered to exhibit extreme collaboration
- Zensar introduced a detailed reporting structure providing in-depth insight into the environment which aided in decision making to realize return on IT investment

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Part of the $4.8 billion RPG Group, we are headquartered in Pune, India. Our 10,000+ employees work across 30+ locations worldwide, including Milpitas, Seattle, Princeton, Cape Town, London, Zurich, Singapore, and Mexico City.

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