



# Enhancing workplace productivity for a global financial service firm through digital experience management

## Customer background

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The customer is a global multilateral financial advisory firm, which uses investment as a tool to build market economies. With their presence in over 30 countries, the organization boasts of a truly global workforce spread across continents.

To manage the diverse global workforce and to maintain a sustainable competitive advantage, the company turned its focus on being at the forefront of technology investment.

## Business Objectives

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The customer had set its eyes on walking into new realms of productivity and operational efficiency through digital-ready infrastructure. The customer was looking to reduce operational expenditure and cost through infrastructure modernization.

They wanted to navigate their previously uncharted waters of digital adoption and provide a seamless experience to employees. At the same time, focus on core competencies and mitigate business risks.

## Challenges

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The customer was facing the perfect storm of challenges – secure business growth, protect margins, and align operations across countries to rapidly changing market needs.

Business agility was critical to increase operational efficiency. And while the need to ‘enable a better employee experience to enhance productivity,’ was evident, there was uncertainty about how to go about it.

The performance of their existing hardware and applications along with the clunky collaboration environment were major hindrances to employee productivity and end-user experience. The business aimed at arresting the cost of managing the incidents, eventually reduce the number of incidents, and condense the false alarms.

Additionally, the customer was operating with geographically distributed localized service desks that were using non-standard processes. This was leading to redundancies, operational inefficiencies, and sub-optimal IT service delivery.

## Solution

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Zensar played the role of a trusted-advisor and system integrator to help the customer formulate and execute a comprehensive workplace technology strategy.

The key solution tenets were based on user persona mapping, digital user experience management, proactive and preventive healing, and user aligned VDI (Virtual Desktop Infrastructure). Zensar devised a persona aligned right-fit workplace based on the existing digital behavioral patterns of users in terms of application usage, hardware utilization & services.

Zensar’s initiative of equipping the customer with a modern workplace spanning across business functions comprised of multiple tracks – Windows 10 migration, VDI, Enterprise mobility (migrating Blackberry to Intune), Office 365 support, ITSM (IT Service Management) solutions and SIAM (Service Integration and Management).

Zensar adopted a transformative solution approach and added value to each of the tracks as part of the vision 2020 program for the customer. User experience remained at the core of the overall solution and every other component aligned itself to this experience.

Zensar leveraged its 360-degree partner ecosystem of leading global products and platform OEMs to ensure the best of breed solution implementation and a minimum risk transition.

# Impact

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Zensar ensured a minimum risk transition for Windows 10 migration and Enterprise Mobility solutions.

SIAM implementation empowered the customer with an improved ability to strategize and broaden the portfolio and enable transparent service levels across multiple vendors and suppliers. This led to stable, consistent and robust delivery of IT services.

Zensar enabled substantial cost savings by delivering an impressive cumulative productivity benefit throughout the engagement. Zensar's solutions improved the ROI by identifying unused or over-licensed software and aligning license expenditures to actual usage.

Zensar's business KPI oriented managed services helped raise the quality of service, along with improving application and device performance.

Self-heal and self-help solutions enabled significant savings of time and money by proactive issue identification and decreasing resolution time to minutes.

To find out how we can empower your business to enhance user engagement, employee experience and business productivity in the context of your workplace, please contact us at [Marketing@zensar.com](mailto:Marketing@zensar.com)