



| Industry | Technology              | Service | Geography     |
|----------|-------------------------|---------|---------------|
| Software | Microsoft .Net, BizTalk | AMS     | North America |

## The Company

Founded in 1975 and headquartered in Redmond, USA, this global software development leader helps people and businesses realize their full potential through its services and solutions. It is a major player in markets such as video game consoles, interactive television, and internet access.

Its registered trademarks include MS-DOS, Windows, Windows 3.0, Windows 95, Windows 98, .NET, Office XP, Windows XP, Windows Server and Windows Vista.

It is organized into seven major divisions, with the Platform Products and Services, Business, and the Entertainment and Devices (E&D) Divisions being the primary ones.

The E&D division of the company takes ownership of the media and entertainment partner management for the company, manages the retail relationships, and sells its products to the media, entertainment and, service provider businesses.

## Business Challenges

The E&D Division of the company required a technical support partner to develop the Electronic Data Interchange (EDI) and Rosettanet standard translations on BizTalk and Gentrans servers and roll them out into production. Additionally, it required support for its existing EDI, Rosettanet business translations in the User Acceptance Testing (UAT) and production environments. The customer also required the support team to directly liaison with its business partners (trading partners) to support their connectivity and UAT requirements.

The client chose Sierra Atlantic as its Tier 3 technical support partner because of our BizTalk Server Competency and integration expertise.

Some of the execution challenges included:

- Providing real-time response when handling customer and trading partners queries / requests.
- Deploying the partner translations in UAT and production environments, within the agreed Service Level Agreements (SLAs), by coordinating with Subject Matter Experts (SMEs) in charge of deploying translations in secured UAT / production environments. This required the team to adhere to two layers of SLAs - with partners and SMEs.
- Ensuring an effective communication strategy to coordinate and communicate with internal and external teams.
- Accessing common servers stationed at the company headquarters through Remote Access Services from the offshore facility and timesharing the usage of servers among different customer teams.

## Sierra Atlantic's Solution

The success of the project relied on certain Critical to Delivery (CTDs) elements that included;

### Shorter ramp up time

We identified an 11-member team for the engagement a week after project confirmation and provided the boot camp (preparatory training) to the team for a week. Soon after the boot camp, senior team members were deployed at the customer location for a period of four weeks to understand the customer's business and processes. The knowledge sharing to the offshore team was done in parallel to the onsite team's knowledge transitioning.

### Availability

Sierra Atlantic's offshore technical team was available 16 x 5 to the client and its trading partners, across all time zones. Additionally, our onsite team was present 8 x 5 to coordinate project activities and manage customer expectation.

### Effective communication

Our team adopted the customer's communication framework to communicate effectively with its business partners and was adept at handling customer requests and carrying out effective business communication, and managing customer expectations.

### Overcoming resource constraints

Our technical support team provided support across two non-overlapping time windows, and with efficient work allocation, the limited remote connectivity to the customer servers did not pose a threat to our productivity.

### Process improvements

Based on the metrics collected over the first three months, the team improved the review and effort tracking systems. We drew up enhanced review control points, checklists, and guidelines for each of the reviews / checks.

The tools used to develop the EDI and Rosettanet translations:

- Visual Studio
- BizTalk Server 2006
- Gentran Server 3.2 and 5.1
- MS Visual Source Safe
- Biztalk Accelerator for Rosettanet 3.3
- MS Product Studio
- NShore™
- Office Communicator
- Spec Builder 6.1.1
- Reflector
- Sonic Man

## Business Benefits

Sierra Atlantic proved to be an excellent support partner for the client and its business partners. Our team serviced requests far beyond the agreed Service Level Agreement (SLA). In several instances, change requests with an SLA of five weeks were serviced in seven days.

The company accrued the following benefits as result of Sierra Atlantic's support services:

- Drastic reduction in the time taken to establish connectivity between the company and its trading partners. This was made possible as Sierra Atlantic's support team extended themselves to be a 24 X 7 team during the System Integration Testing and the UAT phases and cut-down on the issue resolution turnaround time.
- The solution insulated customers from the effects of internal team changes, as there was no degradation in the service levels owing to the effective transition and back up processes followed by Sierra Atlantic.
- 100% transparency in project execution and flexibility in changing service requirements.

### About Sierra Atlantic

Sierra Atlantic is a leader in offshoring enterprise applications, helping our customers optimize their investments in enterprise business applications-ERP, CRM, and SCM - from leading vendors such as Agile, Oracle, PeopleSoft, SAP and Siebel. With expertise derived from deep R&D relationships with enterprise software leaders, we offer complete lifecycle e-business application management solutions - development, implementation, integration, upgrade and support using our - NShore™ methodology. We integrate these point solutions into Application Networks® that enable seamless business processes within and outside the enterprise. With over 750 highly satisfied customers since 1993, Sierra Atlantic is headquartered in Silicon Valley with offices in Atlanta, Boston, Chicago, Dallas, New York, Toronto, London, Dubai, Paris, India, Malaysia and Singapore. For more information, please visit [www.SierraAtlantic.com](http://www.SierraAtlantic.com)