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50 Indian Success Stories of IT in the Enterprise

The Business of Information and Technology



It isn't that long ago that technology was confined to the back-end operations in what was called "the EDP" room. The technologists were generally huddled in a room with big servers, speaking a language only they understood. The IT department was considered a cost center that most businesses wanted to avoid. It's perhaps the pace of technology that allows for nostalgia about something as recent as a decade ago.

The way we do business has of course transformed completely since then. More and more businesses are realising the true potential behind their information powered by technology. Technology as an enabler of change, a driver of efficiency and an integral part of any business plan. The CTOs and CIOs leading the change of business efficiency during the recent economic downturn show what the right technology powered by the right people can do.

Server rooms could well be history with Virtualization and Cloud capabilities. Unified communications and real-time collaboration tools, accessible from your phone, PC or browser, could well replace travel. CRM tools are the best relationship managers when it comes to talking and selling to customers. And flexible payment 'pay-per-user' models ensure that IT is easy to use and easier to scale...

Welcome to the new way of doing business, where productivity and cutting costs are the new mantras and information powered with technology leads the way. We present before you 50 stories of how IT has powered some of India's leading organisations today.

If you are looking for a solution or direct impact on business, IT is here.

Regards,

A handwritten signature in black ink, appearing to read "Sanket Akerkar".

Sanket Akerkar,
Managing Director,
Microsoft India.
Sanket.Akerkar@microsoft.com

IMPACT STORIES

Cloud Services

Education	Modern School	08
ITES	HCL Technologies	10
ITES	Infosys Technologies	12
ITES	Persistent Systems	14
ITES	Wipro	16

Business Productivity

Advertising	Lowe Lintas	20
BFSI	India Infoline Group	22
BFSI	Punjab National Bank	24
BFSI	Reliance General Insurance	26
ITES	Capgemini	28
ITES	Cognizant Technology Solutions	30
ITES	Hexaware Technologies	32
ITES	Tech Mahindra	34
KOP	Sapient	36

Collaboration

Construction/ Real Estate	Lavasa Corporation	40
BFSI	Reliance Money	42
ITES	iGATE	44
ITES	Zensar Technologies	46
Manufacturing	Godrej & Boyce Manufacturing	48
Telecommunication	Tata Teleservices	50

Customer Relationship

Construction/ Real Estate	Lavasa Corporation	54
BFSI	AEGON Religare Life Insurance	56
ITES	Infosys Technologies	58
Telecommunication	Virgin Mobile India	60

Unified Communication

FMCG	Marico	64
Manufacturing	Moser Baer	66
Manufacturing	Raymond Group	68
Online Services	Info Edge	70
Telecommunication	Tata Teleservices Limited	72
Travel	IndiGo Airlines	74

Virtualization

FMCG	Godrej Sara Lee	78
ITES	KPIT Cummins	80
ITES	MphasiS	82
ITES	Sutherland	84
ITES	Wipro Technologies	86

Desktop Optimization

BFSI	Aditya Birla Financial Services	90
BFSI	Standard Chartered Bank	92
Education	Manipal University	94
Infrastructure	Bangalore International Airport	96
ITES	Wipro Technologies	98
Manufacturing	Greenply Industries	100
Oil and Gas	ONGC	102

Enterprise Resource Planning

Manufacturing	Genesis Colors	106
Travel	MakeMyTrip.com	108

IT Management

BFSI	Kotak Mahindra Bank	112
Engineering	Hindustan Dorr-Oliver	114
Engineering	Larsen & Toubro	116
Engineering	Volta	118
ITES	Wipro	120
Retail	Amway Corporation	122

CLOUD SERVICES

Get the flexibility of using software or development tools without actually purchasing them, by hosting them on the Cloud. With Microsoft Cloud Services, you get Software as a Service, Platform as a Service and also Infrastructure as a Service. Read about five companies who have successfully moved to the Cloud.



Modern School | HCL Technologies | Infosys Technologies
Persistent Systems | Wipro

Modern School adopts Cloud technology for its students



CHALLENGE

Modern School Vasant Vihar is well known for its close-knit community. As part of its student services, Modern School wanted to deploy a web-based e-mail service, which will offer effective communication and collaboration services to students, teachers, and also alumni.

SOLUTION

For a hosted web-based e-mail solution, the school chose Microsoft Live@edu, a set of university branded, hosted communication and collaboration services for students that they can keep for life.

Microsoft Live@edu, the suite of online communication and collaboration services, answered the students' wishes for more storage space and features like Windows Live Messenger for instant messaging conversations

among groups, and Windows Live Spaces for sharing documents, photos, and blogs. And thanks to shared calendar functionality with Exchange Server based accounts, students can schedule appointments with faculty.

The new solution provides each student with a Windows Live Hotmail web-based e-mail account and enables graduating students to retain their e-mail address. The service would enable them to maintain a long-term connection to the university and to foster alumni relationships.

"With rich, reliable communication and collaboration tools, students and teachers will create a vibrant academic environment. They can rely on a dependable and official communications channel."

V MOHAN,
Head Master, Senior School, Modern School

BENEFITS

Microsoft Live@edu provides students, alumni, and teachers with mobile, desktop, and web-based applications to help them collaborate and create a community that lasts a lifetime.

The centrepiece of the solution is the generous storage space with 25 GB of free online storage in the inbox. Teachers are also benefiting from this expanded storage. They no longer need to store their worksheets, notes or their class material on portable hard disk drives.

Teachers are excited about the reliability of the new e-mail service, which helps them stay in touch with the students. For students also,



Live@edu service is a great way to keep in touch with fellow students and teachers.

Alumni can also take advantage of Windows Live Messenger to chat via Text, Voice, or Video, and share large files. They can stay in touch with other alumni using Windows Live Spaces to collaborate, blog, and post documents and photos.

Live@edu is a way to promote personal, connected learning at Modern School. Using Live@edu, students can also send and receive meeting requests with teachers to better manage their time.

"The mere fact that we at Modern will now be so well connected through technology it opens a door for the alumni to get back to the fold as they are big contributors in terms of imparting kinship. I think Live@edu is a big milestone for the school."

MS.GOLDY MALHOTRA,
Principal, Modern School

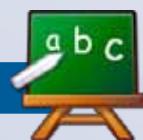
SUMMARY

CHALLENGE: Offer effective communication and collaboration services to students, teachers, and alumni.

SOLUTION: Modern School chose Microsoft Live@edu, a set of hosted communication and collaboration services from Microsoft that meet the expectations of students, teachers, and alumni.

BENEFITS:

- Large space
- Staying in touch
- Alumni participation
- Improved productivity



HCL Technologies looks to save 30% of its costs by moving its carbon-data management to the Cloud



CHALLENGE

As companies strive to comply with environmental laws and become more sensitive to ecological concerns, HCL expects that the adoption of carbon accounting tools in general will increase rapidly over the next five years. HCL, therefore, sought ways to make manageCarbon more attractive to a greater number of customers.

Specifically, it wanted to reduce the capital investment required by customers to run manageCarbon on-premises, and thereby lower the barrier for customers to purchase the application. At the same time, HCL wanted to reduce the level of customer IT maintenance required to manage the application, a cost that is incurred with any on-premises software application.

In addition, HCL saw an opportunity to decrease the time it takes to set up and deploy manageCarbon. With the on-premises version, it takes customers up to eight weeks to set up infrastructure, set up manageCarbon, and configure the connections to various data sources. HCL wanted to reduce that set up time by using a Cloud Computing model.

SOLUTION

HCL decided to implement a Cloud version of its manageCarbon application using the Windows Azure platform. The Windows Azure platform, which is hosted in Microsoft data centers, includes Windows Azure as its development, service hosting, and service management environment.

The company was already familiar with Windows Azure, because it had assigned a dedicated team to find ways to help customers take advantage of the Cloud Computing platform. HCL developed a core internal framework, Migration++, to help customers migrate smoothly from a traditional data center to Windows Azure, and then have customers effectively manage their online applications on Windows Azure.

"By running manageCarbon on Windows Azure, our customers can be up and running in one-quarter of the time that it took with an on-premises model. That's really impressive."

RAJESH BABU SURAPARAJU,
Product Manager, HCL

BENEFITS

By supporting manageCarbon on Windows Azure and Microsoft data centers, HCL relieves its customers of having to purchase server hardware or make other capital expenditures to use manageCarbon. At the same time, with the pay-as-you-go model offered by Windows Azure, customers pay only for the service that they use.

With a traditional on-premises model, it took customers up to eight weeks to procure the required hardware, set up the software, and configure data source connectors. However, by using Windows Azure and readily-available enterprise data connectors, it now takes



customers only two weeks from the time they sign up for manageCarbon to the time they can start using the solution, fully connected to their data sources.

By using Windows Azure to host manageCarbon, developers at HCL can rapidly deploy new features and manage software updates to just a single instance of the application in the Cloud. Instead of pushing software updates or enhancements to customers with on-premises versions of the applications, developers can simply deploy new versions to Windows Azure—and the application gets updated for all customers.

Over a three-year period, taking into consideration compute, storage, connections, transactions, bandwidth, support, and overheads, HCL expects to save U.S.\$53,792, or 30.6% of its costs, by using the Windows Azure platform.

"One of the biggest benefits that Windows Azure offers our customers is that they don't need to make upfront investments or spend resources maintaining anything."

SANJAY KUMAR,
Online Practice Lead, HCL

Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: HCL wanted to lower the cost barrier for entry so that more customers could adopt its manageCarbon application, which was traditionally an on-premises application.

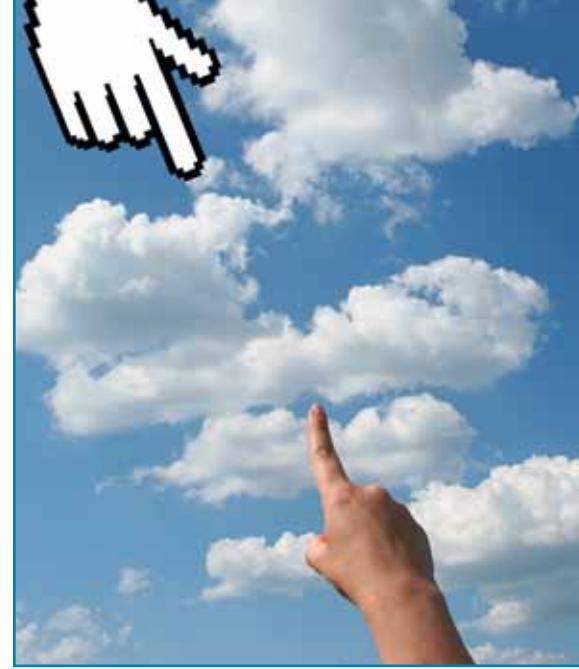
SOLUTION: Using an established framework, HCL migrated its on-premises application to the Windows Azure platform, using the Windows Azure Software Development Kit for Java Developers.

BENEFITS:

- Smaller customer investment required
- Shorter deployment time
- Simplified development and maintenance
- Lower total cost of ownership



Infosys gets an easy to deploy, low-cost and zero-maintenance solution using a Cloud platform



CHALLENGE

Customers benefit from Cloud-based solutions because there need not be any client-side application deployment or maintenance. Similarly, organizations can avoid the IT expenses traditionally involved in hosting server-based solutions. Infosys was looking at revitalizing its auto dealer solution to address flexibility and scalability requirements. Infosys assessed the applicability and value of a Cloud-based model and decided it provided enhanced benefits to customers in this scenario. The Infosys Cloud-based solution for the automotive industry would simplify the process of sharing inventory and other data between dealerships in a network and with their original equipment manufacturers (OEMs).

SOLUTION

The Infosys auto dealer solution is built using web and STAR based standards, and it leverages the technologies from the Cloud-based Microsoft Services Platform including Microsoft SQL Data Services (SDS). SDS offers highly scalable and Internet-facing distributed database services in the Cloud for storing and processing relational queries. It helps developers create and provision new applications with REST and SOAP based web protocols. The services

are built on robust Microsoft SQL Server database and Windows Server technologies, providing high availability and security.

- **Web-based Interface.** Dealer employees, wanting to check inventory at another dealership, or seeking OEM information, use a desktop browser to connect to the Cloud-based Infosys solution.
- **Application Tier.** Infosys provides the middle-tier code and business logic enabling integration of data between participating parties. This Infosys application tier provides connectivity between SDS in the Cloud and the dealer's existing data systems. The Infosys Legacy Modernization solution, a part of the Catalytic IT solution suite is used with dealerships that have green-screen legacy systems. The Infosys application tier is hosted in the Cloud.
- **Data Tier.** Data from all parties—dealers, OEMs and other participants—is hosted on a dedicated instance of SDS in the Cloud.

"With a Cloud-based platform and leveraging Microsoft Services Platform we can give customers a scalable, zero-maintenance service and data hub."

JITENDRA PAL THETHI,
Principal Architect, Infosys

BENEFITS

Infosys has found the platform it needs to create complete Cloud-based solutions for its global customers. The company can create solutions that have low-cost deployment and zero customer-side maintenance.

The solutions can be easily replicated for other verticals, provide virtually unlimited scalability, and integrate easily with legacy systems. Working with SDS and the rest of the Microsoft Services Platform has provided Infosys with the complete Cloud infrastructure it needed to create its auto dealer solution. As Infosys searched for the best platform on which to build its Cloud-based auto dealer integration



solution, it sought a solution that would be inexpensive for its customers to deploy and maintain. Working with SDS and the Microsoft Services Platform also relieves Infosys and its customers from the anxiety and expenses of ensuring high availability and similar administrative concerns.

Auto dealerships are just one of a number of industries that Infosys sees benefiting from appliance like Cloud-based solutions using SDS as the data repository. Whether providing an integration point for hotels, clinics, or insurance agents, all of these verticals typically include geographically distributed operations that could benefit from easy to deploy, low-cost, and zero maintenance solutions.

"We like the idea that data replication, disaster recovery, and other administrative responsibilities are completely handled by Microsoft."

JITENDRA PAL THETHI,
Principal Architect, Infosys

SUMMARY

CHALLENGE: Infosys needed a Cloud-based database as a central part of its strategy to offer its customers low-cost, zero-maintenance solutions that are accessed through the web.

SOLUTION: The company is building its solutions using the Cloud-based Microsoft Services Platform, including Microsoft SQL Data Services.

BENEFITS:

- Complete Cloud solution
- Low-cost deployment and zero maintenance
- Easy replication for other verticals
- Scalability
- Integration with legacy systems



Persistent Systems migrates on-premise governance applications to the Cloud to enhance service delivery



CHALLENGE

Among the solutions that Persistent Systems offers is an eGovernance portfolio for regional and local governments and agencies. The offering includes four applications that support services for grievance resolution, roads and infrastructure, election management, and the census. Persistent Systems wanted to migrate applications in an existing Microsoft ASP.NET on-premises environment to a Software-As-A-Service (SaaS) solution in the Windows Azure Cloud.

SOLUTION

Persistent Systems used Microsoft software and services to enrich service delivery, reduce administrative costs, and integrate with other applications. Persistent Systems chose the ASP.NET version of the eGovernance portfolio as a pilot, and soon realized the benefits that Windows Azure can offer as a platform and the positive impact it can have for their customers. Because team members could use their existing skills in the Microsoft .NET Framework 3.5, the learning curve was minimal.

The portfolio uses Windows Azure to implement each application as a single web role; to manage worker roles for interactions with TPS; and to store log messages, binary large objects (BLOBs), tables of metadata information, and message queues for message passing. eGovernance also uses Microsoft SQL Azure to store application data in databases.

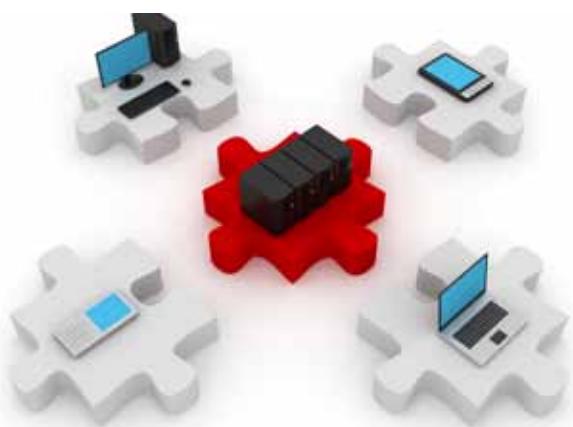
Additionally, eGovernance uses Windows Azure platform AppFabric for inter-application communication, such as updates to election office and census data when a death is registered. The portfolio uses the Windows Live network of Internet services—including Bing, the Windows Live ID authentication service, and Bing maps—for easily identifying a location and registering a complaint in the grievance redressal system.

"We chose ... the eGovernance portfolio as a pilot, and we soon realized the benefits that Windows Azure can offer as a platform and the positive impact it can have for our customers."

PADMAJA UDAYA KOVILAKATH,
Senior Technical Lead, Persistent Systems

BENEFITS

With the portfolio of scalable eGovernance solutions based in the Cloud, city governments can use it to deliver services and provide citizens and businesses with direct access to government agencies through the web.



With the Windows Azure platform, eGovernance users can achieve dynamic scalability by changing the worker role instances. They can gain wide access at reduced administrative costs because the applications are hosted in Microsoft data centers. Furthermore, with a SaaS Tenant Provisioning System (TPS), implemented by Persistent Systems, the provider can easily provision and maintain tenants.

"eGovernance uses almost all the available services that the Windows Azure platform currently provides."

PADMAJA UDAYA KOVILAKATH,
Senior Technical Lead, Persistent Systems

SUMMARY

CHALLENGE: Migrate the eGovernance applications to the Cloud.

SOLUTION: Persistent Systems uses the Windows Azure platform to implement each application as a single web role; SQL Azure to store application data and App-Fabric for inter-application communication.

BENEFITS:

- Reduced administrative costs.
- Save on communication time.
- Free up communication and increase interaction thereby improving employee morale.



Wipro moves applications to the Cloud for its customers to reduce cost, increase agility and ensure standardization



CHALLENGE

Wipro was constantly looking for ways to use technology to enhance value for its enterprise customers. One such area was to build solutions that could take advantage of Cloud Platforms—delivered over the Internet and hosted in a separate data center. These platforms provided capacity elasticity, reduced capital expenditures, and promoted faster time-to-market.

Wipro evaluated various scenarios for using Cloud Platforms before deciding to focus on business-to-business (B2B) integration to help customers create an extended enterprise. Cloud Platforms can potentially play an important role in B2B solutions by providing the integration and messaging layer between customers and their partners to connect enterprises across organizational boundaries in a cost-effective manner.

SOLUTION

Wipro analyzed the Windows Azure platform—an Internet-scale Cloud services platform that is hosted in Microsoft data centers—and chose it as the foundation for building some of its B2B integration solutions. Wipro is also helping its enterprise customers evaluate and adopt the Windows Azure platform. "The Windows Azure platform met all of our major requirements," says Chandra Surbhat, Global Head of Microsoft Business Solutions at Wipro Technologies. "It can scale up and down dynamically to meet the customer's immediate need. It also provides on-demand compute, BLOB Storage, federated authentication, Microsoft SQL Azure, and built-in provisioning, billing, and metering capabilities to support a pay-as-you-go pricing model."

"By using these tools to rapidly build applications and services and migrate them to the Windows Azure platform, we will be able to help our customers quickly react to market changes without major capital expenditures."

CHANDRA SURBHAT,
Global Head of Microsoft Business Solutions,
Wipro Technologies

BENEFITS

By building solutions on the Windows Azure platform, Wipro will be able to cost-effectively provide its enterprise customers with solutions that scale dynamically to meet demand, reduce computing costs, and enhance global consistency.

Wipro intends to evaluate Cloud capabilities for its internal applications and apply them where applicable. The Windows Azure platform provides a low cost option for hosting business services. In addition

to the agility it gains from the dynamic scalability of the Windows Azure platform, Wipro is taking advantage of the plug and play services model to shorten time-to-market. The availability of Windows Azure data centers around the world will help to eliminate network performance differences for enterprises with global operations.

SQL Azure provides a high-availability relational database that will help lower the total cost of ownership for Wipro customers by eliminating the need for onsite hardware and a separate database administration team.

"The Windows Azure platform is a highly effective and low cost option for hosting complex solutions with agility and scalability. Our experience with the Shell B2B integration POC has convinced us of the immense benefits that we will be able to provide our customers with Cloud services."

SRINI PALLIA,
Senior VP and Global Head of Business Technology Services,
Wipro Technologies



Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: Enhance value for the enterprise customers by building solutions that take advantage of the Cloud platform.

SOLUTION: Wipro analyzed the Windows Azure platform—an Internet-scale cloud services platform that is hosted on Microsoft data centers—and chose it as the foundation for building some of its B2B integration solutions.

BENEFITS:

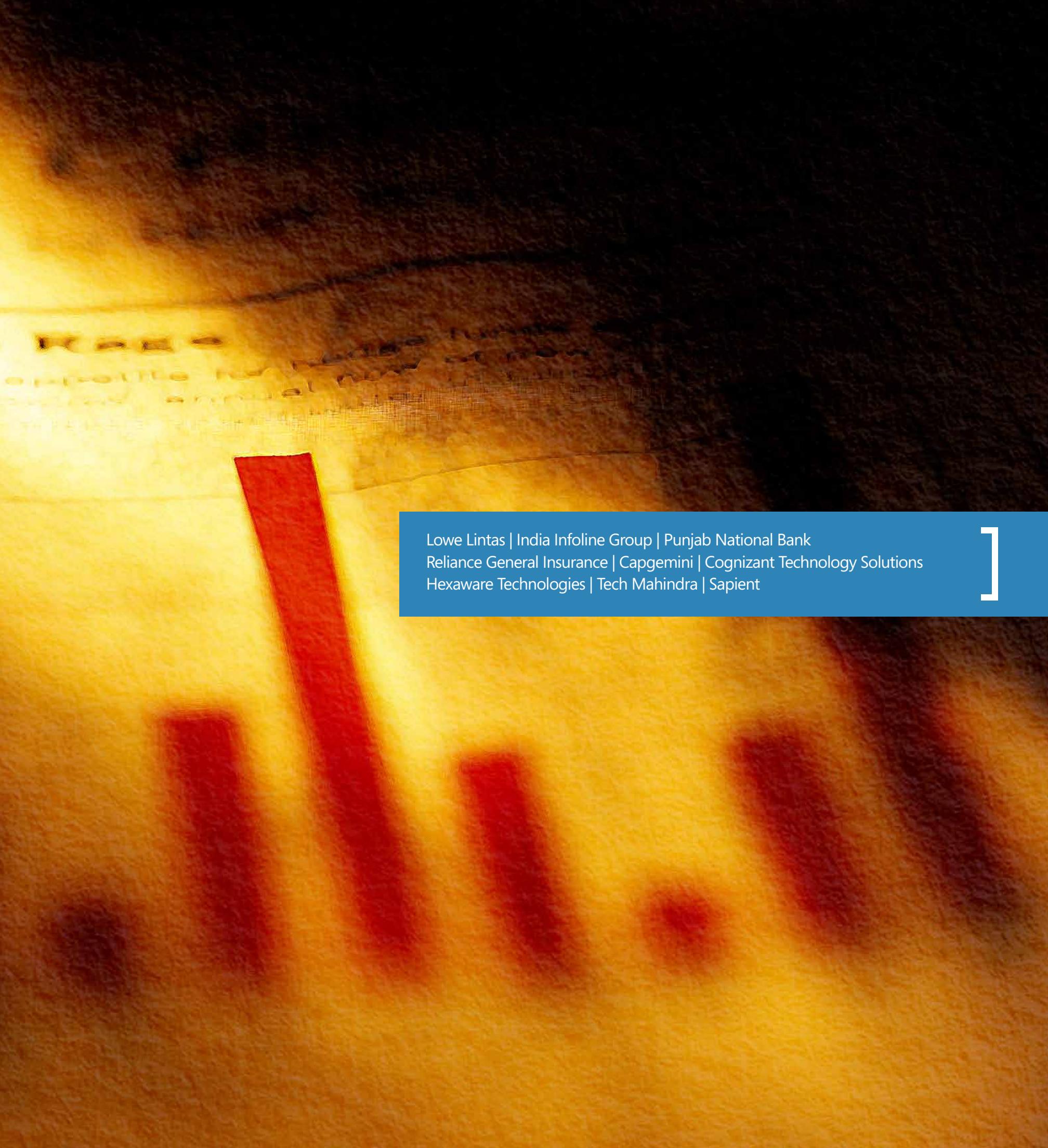
- Reduces costs
- Improves agility
- Supports new scenarios
- Ensures global consistency
- Enriches service delivery
- Provides for scalable applications



BUSINESS PRODUCTIVITY

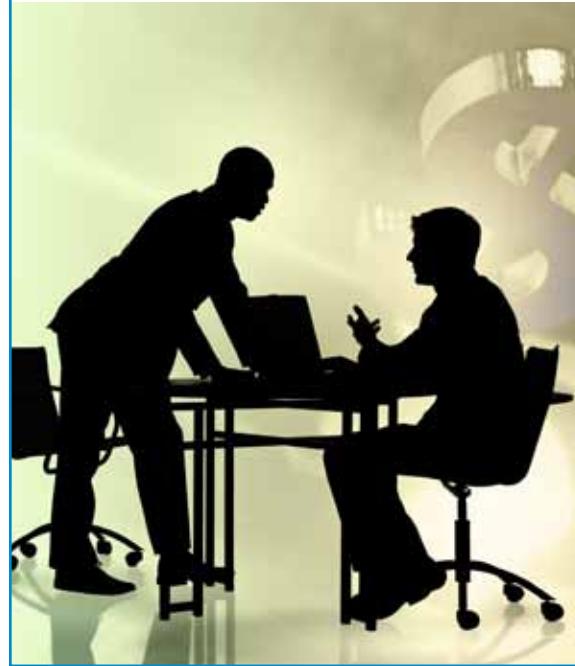
Doing work in less time, improving efficiencies, getting the team to work together—that's what some of our solutions enable.

Featured are nine case studies from diverse sectors such as Advertising, BFSI, ITES, and others that have experienced Business Productivity using Microsoft Solutions.



Lowe Lintas | India Infoline Group | Punjab National Bank
Reliance General Insurance | Capgemini | Cognizant Technology Solutions
Hexaware Technologies | Tech Mahindra | Sapient

Lowe Lintas increases productivity and efficiency with a new Office platform



CHALLENGE

Lowe Lintas, one of India's leading advertising agencies, sought a new way to help employees get more done in less time. It was observed that certain features in base applications like Microsoft Office were underutilized, due to which the true potential of the existing IT setup was not fully realized.

Lowe Lintas wanted tools which its employees could use in the office to support the highly collaborative work styles of its workplace. Tools, that allow people to work simultaneously on the same document, data, or information; to share ideas; tools that provide an easier way to create and share large presentations and analyze business performance.

SOLUTION

Lowe Lintas decided to conduct training sessions for its employees to understand the full potential of existing Microsoft Office applications like Microsoft Word, Microsoft PowerPoint, and Microsoft Excel which also gave it an opportunity to discuss and explore Microsoft Office 2010. From the versatility of Word 2010 and PowerPoint 2010 to the efficiency of Excel 2010 and Outlook 2010, to the collaborative features of Microsoft OneNote 2010, features and enhanced tools in Office 2010 helped employees of Lowe Lintas to create stunning documents quickly and cost-effectively.

"OneNote 2010 will enable employees to share information by sorting it into project folders, clearly organizing the materials and facilitating communication between team members. It will definitely save us time by giving us a quick and easy way to store all information."

PRAVIN SAVANT,
CTO, Lowe Lintas

BENEFITS

Microsoft Office 2010 offers features that can dramatically enhance user productivity. These features help in creation of enriched presentations and better collaboration across the company.

The improved Navigation Pane will make moving around and rearranging complex documents extremely easy. OneNote 2010 is ideal to maintain a corporate-wide communication link. PowerPoint 2010 allows editing, cutting, and cropping of video files to enable embedding them



in a presentation. Outlook 2010 has the conversation trail which helps navigating through relevant mails, and ensures quick and efficient response time, and QuickSteps 2010 simplifies repetitive tasks and saves time.

"The PowerPoint Broadcast feature is extremely useful. I can send a link to a presentation that allows recipients to view the presentation in real-time from their web browser, whether or not they have PowerPoint installed. This makes it easier for all team members to participate in meetings and decision making."

PRAVIN SAVANT,
CTO, Lowe Lintas

SUMMARY

CHALLENGE: To find a better way to conduct office tasks that would streamline daily processes, improve speed and efficiency, and boost overall performance.

SOLUTION: Microsoft Office 2010.

BENEFITS:

- Enriched presentations
- Enhanced business productivity
- Better collaboration across the company



India Infoline increases developer productivity by at least 50% with a new development environment



CHALLENGE

India Infoline had a mixed environment with applications on Microsoft Visual Basic 6 and PHP. As these were written in different languages, integration was a major challenge. The company needed a technology platform that would help it to be more agile in the face of competition, now and in the future.

Specifically, it wanted a development system and programming model that would allow the company to connect with existing systems, use available development skills, and be more resilient to change over time.

SOLUTION

Considering that any new solution had to work easily with the existing Microsoft software, the IT value proposition of using a Windows-based solution was a better fit for India Infoline from a cost, management and post-sales support perspective. India Infoline decided to go with Microsoft .NET Framework 2.0 and Microsoft Visual Studio 2008 development system, as

they provide a comprehensive collection of design and programming tools for developing dynamic Microsoft Windows desktop and web applications, and for creating service-focused architectures.

The Microsoft .NET Framework 2.0, an integral component of the Microsoft Windows operating system, provides a programming model and runtime for web services, web applications, and Smart Client applications. Visual Studio 2008 offers a new class of life cycle management tools, which improves predictability and reduces time-to-market for software development projects.

The Microsoft .NET Framework 2.0 provides the company the basis for web service-based connectivity to Windows-based applications, and helps developers integrate disparate systems. This results in increased performance, a more open development environment, and reduced coding requirements.

"Moving the development framework from Visual Basic 6 to the .NET 2.0 platform and using Visual Studio 2008 as the development tool has resulted in tremendous increase in throughput. In the market hours from 9:00 a.m. to 3:30 p.m. we are able to handle over 1.2 million trade transactions and another 3,00,000 or more secondary transactions—all in a day."

UTKARSH PRAJAPATI,
Architect, India Infoline

BENEFITS

Not only does the Microsoft technology support a more efficient development environment, but it has also resulted in improved developer productivity, fast time-to-market, and reduced development costs.

Features available in Visual Studio all contribute to a faster, more efficient development process and helps to speed



the company's development efforts. For example, by providing comprehensive access to all the requisite development tools, the IDE helps support a short learning curve.

New features contained within Visual Studio 2008 and .NET 2.0 (such as Intellisense and Web Services orientation) have allowed India Infoline to enrich their development framework and further increase developer productivity by at least 50%.

"We opted for Microsoft because we were impressed by the ease of management and integration, system reliability and post-sales support—which outweighed the benefits of competitive solutions."

UTKARSH PRAJAPATI,
Architect, India Infoline

SUMMARY

CHALLENGE: To provide a development tool that is easy to integrate, provides increased functionality and greater cost efficiency.

SOLUTION: Windows-based platform using Microsoft Visual Studio and the Microsoft .NET Framework.

BENEFITS:

- Efficient development environment
- Increased developer productivity and performance
- Support for integrated business processes



'Proposal Tracking System'—helps Punjab National Bank increase efficiency and meet targets efficiently



CHALLENGE

As revenue to banks comes from loans, the lending appraisal time is of prime importance for any bank. The Bank processes loan proposals at various levels. The proposals are approved, as per the sanctioning powers of different authorities in the Bank. Punjab National Bank (PNB) was facing several problems in this critical process such as delays caused by incomplete information in proposals and proposal clearance due to difficulty in assessing proposals using common parameters. Often, the Bank did not know where the proposal had been held up and where to follow-up. As a result the Bank was losing good proposals because of the inordinate delays in reaching a decision. This further resulted in targets for loans not being met.

The Bank required a solution to stream line this process, to fix the delays and plug the gaps in the existing loan appraisal process.

SOLUTION

Natural Technologies Private Limited (NTPL) developed a system named Proposal Tracking System (PTS), with the objective to track and monitor the credit proposals originating from the branches. PTS uses ASP as a development platform with Microsoft SQL Server as the database. Using this solution, all the major details regarding a loan proposal can be easily obtained.

PTS tracks the status of each proposal and calculates the time that will be spent in clearing it. This helps the Bank identify areas for improvement in the entire process. The software was first provided to all the branches that were using core banking. The Bank then extended the facility to all its networked branches. The software was put on the Internet, and facilities made accessible to all 4500+ offices of the Bank.

"We were so satisfied with Proposal Tracking System that we decided to market it jointly with Natural Technologies. The product has now been rolled out at the Bank of Rajasthan (450+ branches and offices) and PNB HFL."

SHRI R I S SIDHU,
GM-IT, Punjab National Bank

BENEFITS

Using Microsoft Office and NTPL's PTS, the Bank has been able to realize several benefits. The PTS allows officers at different levels to track the progress of credit proposals electronically and provides employees with the right tools to gain better control over corporate data.



The technology has helped officials in faster processing of proposals and removing the hurdles in credit delivery to the customer satisfaction.

The solution provided an indirect growth in the Bank's business. Now that all the information is available online, it is very simple for the Bank to access the details of any proposal. This has helped in saving time as well.

"Deploying of Proposal Tracking and Monitoring Mechanism helped us monitor and track the processing stages of the proposal. This has not only helped in faster processing but blocking the hurdles and increasing the credit portfolio and achieving customer satisfaction. The customer complaints have reduced."

SHRI R I S SIDHU,
GM - IT, Punjab National Bank

SUMMARY

CHALLENGE: To find a solution to stream-line this process, to fix the delays and plug the gaps in the existing loan appraisal process.

SOLUTION: A proposal tracking system was created using Microsoft Office Tools and SQL Server.

BENEFITS:

- Faster proposal clearance process
- Improved follow-up procedures
- Increased accountability among staff
- Targets achieved more easily
- Online availability of information
- Identification of areas for improvement
- Electronic maintenance of information/records



Reliance General Insurance cuts claims processing time, reduces cost with Business Intelligence solution



CHALLENGE

At Reliance General Insurance (RGIL), information was stored separately in different systems. The management team had to extract premium data manually from each of the systems and collate it in a Microsoft Excel spreadsheet. In a critical situation wherein formation was urgently required by the top management for taking a critical decision, the team was unable to put together the information on the fly.

The systems were under-equipped to deal with such an 'emergency'. Manual collation of data was error-prone and time-consuming. It took valuable time, effort and resources, required more man-hours which affected productivity. Report generation was also a manual activity due to which the frequency was at best daily. Additionally, these reports were static in nature. Information was available only at the regional level; there was no visibility at branch level.

SOLUTION

As an answer to all challenges, RGIL deployed an in-memory Business Intelligence (BI) solution called Qlikview along with a Data Warehousing solution. While the Data Warehouse provides claims to policy linkage, the BI solution looks at historic claim ratios and guides insured to get their vehicles repaired from preferred garages.

The solutions created using Microsoft Visual Studio along with Microsoft SQL Server, SQL Server Integration Services, and SQL Server Reporting Services help in policy issuance, while the BI tool provides a dashboard on the entire policy life cycle, data from various sources now flows into the data warehouse. This becomes the source for all risk and premium details with users. Further, all inwarding details are refreshed every two hours in the data warehouse in the form of reports. The data warehouse updates policy status every couple of hours. With the new solution, the policy issuance process is now tracked end-to-end; i.e. right from proposal receipt to policy generation and delivery to customer. Status of a proposal is tracked at every stage including Inwarded, Discrepant (cases with incomplete documentation, etc), Unbooked and Booked.

"With reporting automated, employees can better utilize time in analyzing problems and implementing solutions. Sales can concentrate their efforts to better relationship with intermediaries with less claims."

SUDIP BANERJEE,
VP and Head – IT , RGIL

BENEFITS

This solution has enabled RGIL to meet its objectives. All data is now available at one place in the Data Warehouse. Automated reports with drill-down capability can be made available based on this data.

Diverting servicing of motor claims to preferred garages ensures that claim costs remain lowest possible. With the automation of reports generation, manpower as well as associated infrastructure costs are saved.



With the new solution, status information is readily available through reports which are updated every two hours. Employees can be engaged in more productive work. With volumes of around 2.5 lakh (2,50,000) fresh policies per month, issued across 200 branches pan India, RGIL ensures that policy issuance process surpasses customer expectation.

"Reports that used to take as long as three days to get generated are now available immediately without any manual user intervention."

VAIBHAV GAIKWAD,
Business Intelligence Lead, RGIL

SUMMARY

CHALLENGE: RGIL wanted faster and more relevant information; without adversely affecting employee productivity; and the management was continually struggling to get the right information. The company was also looking to have access to insurance information at a granular level.

SOLUTION: RGIL deployed an in-memory Business Intelligence (BI) solution called 'Qlikview' along with a Data Warehousing solution using Microsoft Visual Studio and SQL Server with SQL Server Reporting Services.

BENEFITS:

- Costs saved significantly
- Employee productivity enhanced
- Customer service improved



Capgemini achieves increased productivity with new development tools



CHALLENGE

Capgemini, the Offshore Center for group projects, was using different tools to manage project tasks. The onshore teams required status reports on a daily basis in terms of efforts, schedule, project management activities, bugs, configuration status, and accounting. This was becoming a challenging job for Capgemini India. In addition, the Software Development Life Cycle (SDLC) management comprises diverse tools and processes with minimal or no integration. This added additional difficulty to have a common visible platform for stakeholders in a distributed delivery environment to trace progress. The other challenge which the company faced was to trace the best process and tools that fit the distributed delivery model.

SOLUTION

Capgemini considered several technology options including Open Workbench (Clarity) from Computer Associates, ClearQuest from Rational & SourceForge, and ClearCase from Rational & Subversion (SVN). However, after evaluating a number of potential solutions, Capgemini selected Microsoft Visual Studio Team System (VSTS) 2008.

This decision was based on features within the key component, Microsoft Visual Studio Team

Foundation Server 2008, which provides a central repository for data, and gives developers visibility of all aspects of the development life cycle.

Capgemini preferred Microsoft VSTS for:

- Collaborative experience
- Integrated toolset and environment for all roles within SDLC
- Predefined template for specific life cycled process

The new solution was implemented for electronic document management and case handling. Peak team size for this project was 18 resources and the project was executed from November, 2006 to April, 2008. The resources worked in a distributed delivery model across locations spanning Mumbai, Bangalore and Oslo (Norway).

Microsoft VSTS has helped Capgemini in building a better architecture. The solution provides a programming model and infrastructure that lets developers create scalable and secure connected applications.

"The version control and Team Build features in Visual Studio Team System have helped our teams to ensure quality by enabling them to easily and frequently integrate the work of individual team members."

AMARENDRAD DESHPANDE,
Manager, Capgemini

BENEFITS

Microsoft VSTS helped the Capgemini team track the progress of the project in real-time and coordinate tasks effectively.

Improved collaboration among its developers, architects, designers, and testers and as a result, the IT department, created high-quality solutions that optimize business processes



With improved visibility into projects, developers completed tasks, created product versions, and fixed bugs faster. This helped complete development work faster.

Integrated team member efforts to deliver quality through a full-featured version control system, which supports continuous integration and scheduled builds, labeling, check-out on edit, and the ability to relate a work item to a check-in.

"With Visual Studio Team System, we've been able to increase the quality of our development process and enable more control and transparency."

SANTOSH MENON,
Senior Manager, Capgemini

SUMMARY

CHALLENGE: To simplify IT infrastructure and improve reliability.

SOLUTION: The Company deployed a new solution based on Microsoft Visual Studio Team System development system.

BENEFITS:

- Improves collaboration
- Efficient development process
- Integrates team members efforts to deliver quality



Cognizant accelerates enterprise application development cycle time by 10%



CHALLENGE

Cognizant has been a pioneer in using agile development methodologies effectively across distributed teams. In the past, Cognizant used a mix of tools to support the development process, including Microsoft Visual Studio 2005 Professional for development, Microsoft Visual Source Safe for source code control, and other open-source and home-grown tools for managing business requirements, tasks, changes and defects. The mixed tool set hampered team output, consumed additional time and impeded communication.

To support the company's rapid growth and business needs, Cognizant required a more sophisticated IT architecture. It needed to streamline its development process and boost its developers' productivity.

SOLUTION

Cognizant implemented a comprehensive ALM solution based on Microsoft Visual Studio Team System (VSTS), which extends the Visual Studio integrated development experience from the individual developer to the entire development team with powerful new role-based tools for all development-related users, along with a centralized repository for project data. Cognizant's ALM solution called SPECTA

is built on VSTS and Team Foundation Server. It provides multi-disciplined teams with an integrated toolset for requirement management, task management, defect management, change management, build management, version management, architecture, design, development, database development and testing of applications.

The initial version of the solution was a result of Cognizant's early involvement in the adoption program of Team Foundation Server 2005. Since then, there have been five major releases of SPECTA, each with new, additional features and customizations to address several customer requirements. Actually, the agile process, was followed to build the SPECTA solution using distributed teams. The actual implementation involved modifying XML files, writing custom code in .NET, building reports in SQL Server Reporting Services and customizing the SharePoint portal.

"With all the information at our fingertips, we've witnessed cycle-time improvements of around 10%."

RAJASHREE NATARAJAN
AVP, Process and Tools Group,
Cognizant Technology Solutions

BENEFITS

With the new solution, Cognizant has improved its ability to successfully follow agile methodologies even in a distributed delivery model.

Development groups are now more productive; and communication and collaboration is stronger, and the agile methods accommodate change more



efficiently. All this has increased customer satisfaction and is becoming a strong competitive advantage for Cognizant.

Several of Cognizant's customers are using variants of the SPECTA solution within their enterprises. Cognizant has helped build custom extensions and reports as needed.

"The integration between the integrated development environment, source control, build tools, team portal and work-items like features, tasks, bugs and changes, and the easy extensibility points provided by Team Foundation Server were the key deciding factors for the solution. The new technology contained many significant features that helped us optimize our development process using the extensible ALM platform."

SAI KRUPA SAGAR,
Chief Architect, Cognizant

SUMMARY

CHALLENGE: Streamline the development process and boost developer productivity.

SOLUTION: Cognizant deployed Microsoft Visual Studio Team System 2008 and Microsoft Visual Studio Team System 2008 Team Foundation Server, helping developers to work together effectively.

BENEFITS:

- Enhances communication and collaboration
- Accelerates cycle-time by 10%
- Reduces cost of software quality
- Improves process integration and management



Hexaware reduces the performance test cycle time by 40%



CHALLENGE

An AMR academic report says that 50% of development costs lie in defect detection and defect fixing costs, a whopping U.S.\$ 60 billion. Proper software testing in a dedicated environment can help lower costs down to U.S.\$ 20 billion. Hexaware's PeopleSoft Testing Kit comes as a panacea, a jump-start that accelerates testing from initiation to sign-off.

However, the main challenges in PeopleSoft Testing relate to unclear requirements and large lead times requiring a solution that will accelerate the testing process. Hexaware has been involved in PeopleSoft implementation that spans anywhere from 1,000 to 1,00,000 end-users.

Heavy customization, hardware constraints and a high number of concurrent users are a few factors that adversely affected the performance of the applications, slowing down the response times. Hexaware experienced a major slow down when the application was being used heavily across the globe through Internet/intranet by different departments. Clients were also experiencing delays while viewing large reports.

SOLUTION

To reduce the licensing cost to the client without diluting the quality of testing, the HexEconomy Performance Test Model was designed, which used Visual Studio Test Edition as a framework.

To use Visual Studio Test Edition was the right choice for Hexaware as it gave the capabilities of Integrated toolset for doing unit, web and load testing for web applications; simulating hundreds of users with a single machine; detailed reporting for performance testing analysis and reduced license cost compared to other load testing tools in the market.

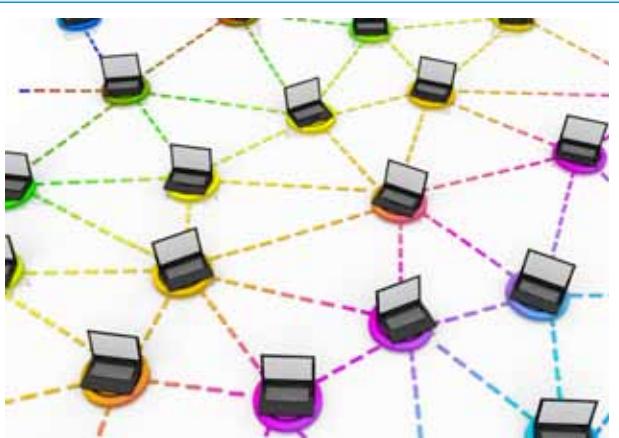
"The best part of using Visual Studio Test Edition was that we could leverage existing investment and as a result we saved more than 1,00,000 on the first day of the engagement."

MUTHU,
Test Automation CoE Head, Hexaware

BENEFITS

The HexEconomy Performance Test solution using Visual Studio Test Edition offers a low-cost performance testing option of PeopleSoft and is being used for generating unlimited load.

The license cost of majority of the commercial performance testing tools depends on the number of concurrent users to be simulated, whereas Visual Studio Test Edition, along with load agent, allows simulation of up to 1,000 concurrent users from just one license.



Visual Studio Team System test scripts were reused for both functional and performance testing. This helped in reduction in testing cycle and also faster time-to-market.

The scripts developed using the WebTest module of Visual Studio Team System were reused and configured to use for load testing. No change to the script was required to make it work in the Loadtest module. All it required was updating few configuration settings like number of users, duration and ramp-up model.

Reusability of WebTest scripts for Loadtest greatly reduced the design efforts of performance testing.

"With the use of Microsoft Visual Studio Team System, we identified and rectified all performance issues leading to enhanced delivery confidence."

MUTHU,
Test Automation CoE Head, Hexaware

SUMMARY

CHALLENGE: Hexaware experienced major slow down when PeopleSoft application was being used heavily across the globe. Clients were also experiencing delays while viewing large reports. Hexaware needed a test environment that could simulate such situations.

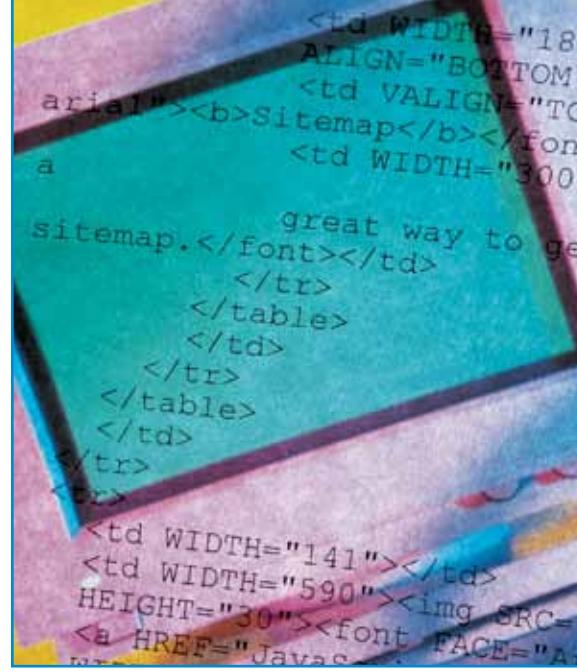
SOLUTION: To reduce the license cost to the client without diluting the quality of testing, the HexEconomy Performance Test Model was designed which used Visual Studio Test Edition as a framework.

BENEFITS:

- Zero performance issues, better quality
- Higher cost savings
- Reduced cycle time



Tech Mahindra improves developer productivity and source code management by creating an integrated development experience



CHALLENGE

Without a uniform source code strategy, development staff at Tech Mahindra were having difficulty locating, retrieving, managing, and reporting on source code. This sometimes led to multiple versions and duplicated code. Development staff all over the globe and the various teams had their own solutions and practices for storing and retrieving source code. Keen to enhance developer efficiency, Tech Mahindra determined that it needed to bring more uniformity and consistency to its source code management.

SOLUTION

Tech Mahindra decided to deploy a centralized and global source code management strategy that would not only minimize software and training costs but also consolidate servers in order to reduce hardware, administration, and maintenance costs.

After careful evaluation, Tech Mahindra implemented a solution based on Microsoft Visual Studio Team System (VSTS), which extends the Visual Studio integrated development experience from the individual developer to the entire development team by delivering powerful new role-based tools for all development-related users, along with a centralized repository for project data.

Tech Mahindra selected Microsoft VSTS because it had the breadth, scalability, CMM support, and source code management tools to meet its needs, at a reasonable cost. Using this collaboration solution, Tech Mahindra manages the entire software development life cycle, keeping projects on-track and ensuring software quality.

"With the extensibility and customization of Visual Studio Team System, we can provide an integrated and productive software development experience."

KUMAR ANAND,
Head – Microsoft Technology Delivery and Practice, Tech Mahindra

BENEFITS

With VSTS, Tech Mahindra is increasing its productivity, improving its ability to manage the application life cycle, and increasing software quality. Tech Mahindra is using VSTS to standardize and optimize all aspects of the development life cycle.

Developers use the testing and performance tools built into VSTS such as unit testing, code analysis, and performance profiling—to design for quality, early on and often throughout the life cycle. The tightly

integrated and extendible life cycle tools, increase the predictability of the software development process.

VSTS has helped the Tech Mahindra team to better manage every aspect of the project, including requirements, source code, build schedules, and bug tracking.

"The new solution has helped us to manage versions, track work items, and perform reporting using a single, secure collaboration platform."

KUMAR ANAND,

Head – Microsoft Technology Delivery and Practice, Tech Mahindra



SUMMARY

CHALLENGE: Tech Mahindra determined that it needed to bring more uniformity and consistency to its source code management.

SOLUTION: Tech Mahindra adopted Microsoft Visual Studio Team System and used it to maintain a centralized repository for all source code.

BENEFITS:

- Managing software development life cycle
- Building an extensible platform
- Gaining project management capabilities



Sapient increases usage of its Portal by over 50% and improves efficiency



CHALLENGE

The 6,000+ workforce at Sapient, operating across North America, Europe and India, often required information on basic policy and processes. However, the only source—the Sapient corporate intranet—was outdated, and did not reflect true user needs. Therefore, employees deployed ad-hoc mechanisms such as asking a colleague or sending out e-mails, to resolve their queries.

Sapient realized that there were certain critical drawbacks in the existing intranet. It was not treated as a single, trusted, and up-to-date communication vehicle for all corporate information. As a result, huge amounts of time were spent on ineffective searches for answers. Help desk resources were wasted answering simple policy or process-related queries. Also, as the teams were fast becoming distributed and virtual, there wasn't any authorized medium for collaboration, knowledge-sharing and online community-building.

SOLUTION

Sapient decided to replace its existing portal with an online portal that would connect all its employees globally to help decrease time spent on ineffective internal processes and improve understanding, accessibility, visibility and execution. The portal would also have to be a key means of communication, enabling people to share data and insights with ease.

For this endeavor, Sapient chose Microsoft Office SharePoint Server 2007, given its complete feature set, flexibility, superior software architecture that allows for reduced development effort and better maintainability, and advanced web content management functionality. Given the vast scope of the solution—and the high level of customization required—Sapient also relied on Microsoft Premier Support. As a Microsoft Premier Support customer, Sapient received proactive support assistance including advice and guidance on a number of critical areas during implementation and deployment.

"We opted for SharePoint Server 2007 given its complete feature set, flexibility—and superior software architecture. Because of better business user usability, we chose SharePoint Server 2007 over Oracle Portal/Stellent."

DANIEL BARNICLE,
Enterprise Portal Practice Lead, Sapient

BENEFITS

Sapient achieved its primary objective of getting employees to use the Sapient People Portal as the primary source of information. This resulted in improved productivity and efficiency across the organization.

The number of employees using the new SharePoint Server 2007 People Portal increased dramatically, with over 95% of the employees visiting the Portal at least once and 69% finding that the new Portal is an improvement. 97% of the employees



were aware of the new Portal with almost an equal number visiting it and 70% thinking that the new Portal site organization is better than the older one.

Also with existing licenses already in place, Sapient secured additional attractive licensing agreements, thus paving the way to develop a cost-effective solution.

"The Microsoft Premier Support team was instrumental in providing sample codes, logic changes, and following up until the issues were resolved."

DEEPAK AGGARWAL,
Technology Manager, Sapient

SUMMARY

CHALLENGE: To create a portal for its 6000+ workforce.

SOLUTION: Microsoft SharePoint Server 2007.

BENEFITS:

- Increased accessibility to information
- 50% increase in usage
- Efficiency at a lower cost



COLLABORATION

Speaking to people without actually traveling; ensuring all your conversations get captured in your mailbox, sharing and editing files together in real-time... those are just some of the features of collaboration solutions from Microsoft. Read on to know about six companies that experienced clear benefits...

The image is a composite of three photographs. The top left shows a woman with dark hair pulled back, wearing a light blue button-down shirt, smiling broadly. The top right shows a woman with dark hair, wearing a white collared shirt, looking down and smiling. The bottom photograph shows a man from the side, wearing a grey suit jacket over a red patterned tie, focused on work at a desk with papers and a laptop.

Lavasa Corporation | Reliance Money | iGATE | Zensar Technologies
Godrej & Boyce Manufacturing | Tata Teleservices

Lavasa enhances efficiency, increases productivity by 30% with a web-based Internal Portal solution



CHALLENGE

Like most new organizations, Lavasa did not have any existing application to take care of internal workflow management, employee self service or internal communications. To add to this challenge, manual entering and merging of data and other such tasks choked employee bandwidth while reducing efficiency and often compromising accuracy. Another major concern was communication and collaboration. Poor integration resulted in lack of updated real-time information to respond to queries thus reducing productivity.

Lavasa wanted a solution that would eliminate most of the manual processes, increase collaboration, provide quality information, and improve data management to enable employees to work more productively. The organization's primary objective was to deliver a strong integrated solution that would foster collaboration and innovation.

SOLUTION

Lavasa decided to address its problems by implementing a web-based Portal solution. After a detailed evaluation of available products on the market, Lavasa selected the Microsoft platform and decided to base its Portal solution on Microsoft Office SharePoint Server (MOSS).

Lavasa started with the static information and then continued to take one process every month and automate the same. Some of the modules implemented were Document Management System with Workflow, Conference Room Booking, Leave Management System, Stationary Management, and Vehicle Request System. Customizations were done for the Leave Management System, Employee Database and KRA & Employee Appraisal Workflow.

Other customizations included Employee Requisition Process, Recruitment Process, President Task Reminder for HOD's, IT Helpdesk, Admin Helpdesk, Stationary Management System, Job Description, and Search Colleague's Extension and Number.

"Access to information, faster workflows, increased opportunities for staff collaboration, and enhanced community building with employees, will have a positive impact on our business, and will give better visibility and control. This only results in enhanced productivity."

RAJGOPAL NOGJA,
President, Lavasa

BENEFITS

Internal information sources are now more integrated, helping to improve data consistency. Lavasa also uses SharePoint Server to improve its ability to store, retrieve and retain information. The Portal serves as a centralized document repository, providing a consistent mechanism to organize, categorize, navigate and manage a large number of documents.

Employees have access to countless resources, which helps them quickly



find critical information. This helps them to optimize their efficiency and serve management in a better way.

The solution also drives users to increase productivity. It assists managers to take timely decisions by providing real-time updated data and thus enhances certainty.

Lavasa has automated and streamlined its business processes by eliminating manual workflows, making the data collection process relatively transparent. As data is migrated to a central repository from disparate applications, the scope of errors or inaccuracies is also eliminated. As a result data integrity is assured.

"By automating several processes we not only saved time but also considerably reduced paper consumption thus, contributing in the green environment initiative."

VINOD VYAS,
VP - IS, Lavasa

SUMMARY

CHALLENGE: Manual, paper-based processes were becoming time-consuming and frustrating for Lavasa. It was looking for ways to improve information access, enhance collaboration, and make better use of internal resources.

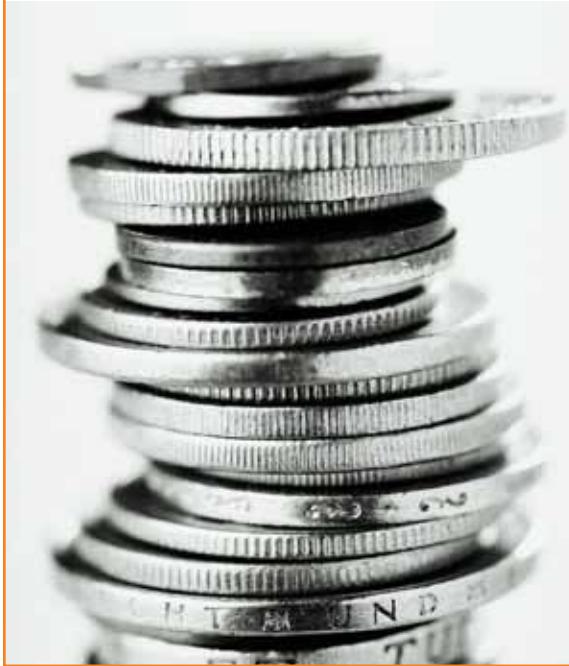
SOLUTION: Lavasa built a Portal solution based on Microsoft Office SharePoint Server (MOSS). The solution provides a single point of access to information, enables better communication and collaboration and streamlines business process.

BENEFITS:

- Enhances efficiency, increases productivity by 30%
- Saves paper cost with automated processes
- Provides a single enterprise environment
- Provides easy access with single sign-on



Reliance Money enhances communication and collaboration with a robust franchisee portal



CHALLENGE

Reliance Money recognized that their franchisees management system was the key to business expansion. However, currently from a business perspective, there was no channel for information dissemination from the headquarters to the franchisees. Providing a platform to facilitate flexible and dynamic content to keep pace with the future business needs in addition to a franchisee management system that supports all franchisees across a geographically dispersed area was a difficult challenge for the company.

What Reliance Money needed was a portal platform for its business customers including franchisees and sub-brokers who contribute more than 50% of the business. The portal would assist the franchisee users to gather customer details along with the franchisee transaction/commission details. It would also provide a platform to push content across to the franchisees.

SOLUTION

Reliance Money decided to develop a Franchisee Portal, to serve as the online interface for the franchisees of Reliance Money. Microsoft .NET Framework 3.5 SP1, Office SharePoint Server 2007, SQL Server 2008, and Windows Server 2008 qualified as the technology enablers for the solution.

The solution enables the site for Web 2.0 technologies, catering to new business models, and using technology and functional features of Microsoft Office SharePoint Server (MOSS) 2007. MOSS 2007 improves organizational effectiveness by providing comprehensive content management and enterprise search, accelerating shared business processes, and facilitating information-sharing across boundaries for better business insight. It also allows hosting of ASP.NET pages (side-by-side) of other business applications that do not fit the SharePoint model.

"Our franchisees love the visibility and control they experience with the integrated solution. Streamlined access to information will allow the company's franchisees to better manage their businesses."

SUDIP BANDYOPADHYAY,
CEO, Reliance Money Limited

BENEFITS

Through the implementation of the MOSS 2007, Reliance Money has experienced several improvements. Along with improving innovation and collaboration, the solution has also provided a flexible web environment, which provides business value to franchisees.



The system will also be able to take the load of the existing users and also scale up with the additional users and functionality as well. Since MIS part of the application is critical, the maximum response time is within 8-10 seconds. In addition, Enterprise Search feature facilitates the searching of people and business data along with documents and web pages to provide more comprehensive results.

"Franchisee portal is an endeavor to engage our business partner 'the franchisee' in the popular format of social networking portals to collaborate ideas and exchange information; enabling us to drive innovations from ideas generated on the street. In the current challenging economic environment, such initiatives will help us participate in the capital markets."

KAPIL BALI,
Deputy CEO, Reliance Money Limited

SUMMARY

CHALLENGE: Providing a platform to facilitate flexible and dynamic content to keep pace with the future business needs in addition to a franchisee management system that supports all franchisees across a geographically dispersed area.

SOLUTION: Reliance Money decided to develop a Franchisee Portal using SharePoint Server and .Net framework, which aims to serve as the online interface for the franchisees of Reliance Money.

BENEFITS:

- Enhanced communication and collaboration
- A scalable and extensible platform
- Increased accessibility to information



iGATE deploys new enterprise solution to enable easy collaboration, increase knowledge sharing



CHALLENGE

iGATE was using an Open Source CMS for Enterprise Content Management (ECM), providing document management, collaboration, records management, knowledge management (KM), web content management and imaging. With time, this solution had outgrown the organization's requirements. There was no clear roadmap available, results were inconsistent, and there was no support or ownership in the system.

iGATE required a KM solution that would be available easily to everyone in the company, had rich, collaborative features, and was easy to set up and run. A robust search facility, easy and secure access anytime, anywhere, and document tracking were important requirements.

SOLUTION

iGATE decided that it was time to abandon its legacy IT environment and move to more robust solutions. Internal discussions and analyses of possible solutions led to the choice of Microsoft SharePoint Server (MOSS) 2007.

The aim of the new solution was to gain control and insight over content, streamline business processes, and access and share information. A

single, integrated location where employees can efficiently find organizational resources, access corporate knowledge, and leverage business insight to make better-informed decisions. It also provides easy search functionality.

Listed below are some of the unique features of the deployed KM solution:

- Provides an SME contact list on the home page of the portal. This list helps users to communicate with SMEs instantly using integration with Microsoft's Unified Communications platform.
- Allows to rate documents and also search results.
- Provides a customized user interface.
- Stores the previous five search keywords with scope (previous search trail of the user).
- Federated Search allows search across multiple SharePoint sites across locations.
- Uses Discussion Forum as a Buy/Sell area for internal buying/selling.
- Enables quick feedback collection from users on the KM portal.

"Imagine getting information in seconds, which took sometimes days in the past. The difference is the Knowledge Portal where one can easily search and find what they are looking for. We now spend fraction of the time to find the same information."

SHIVAM,
VP – IT & IS, iGATE

BENEFITS

With the portal solution, knowledge sharing has been easier than ever before with a better search and usable interface. Alerts on new knowledge articles using Really Simple Syndication (RSS), and e-mail improve the visibility of knowledge articles.

Approximately 1500 employees use it for knowledge sharing with 30% of intended employees logging on regularly.

All information is now available at one place. This facilitates finding people, business data, documents, web pages thus providing comprehensive results.



The ability to support a streamlined workflow and better matter management helps employees work more efficiently. As a platform, the solution provides tremendous advantage in terms of providing single-point access to all applications, announcements, discussion boards, and documents.

Provides a single, integrated platform to manage intranet, extranet, and Internet applications across the enterprise. It enables people to make better-informed decisions by presenting business-critical information in one central location within organizational boundaries.

"The last system, we had only 5% usage but within 15 days, we saw response grow phenomenally. We now have 30% of intended employees logging on regularly."

AMIT GOYAL,
Head - IS, iGATE

SUMMARY

CHALLENGE: Manage information more effectively and consistently.

SOLUTION: iGate decided to build a knowledge portal to provide greater collaboration and create a culture of information sharing within the organization using Microsoft Office SharePoint Server.

BENEFITS:

- User response makes the portal a success
- Enterprise search makes access easy
- Enhances efficiency, reduces turnaround time
- Provides a single platform



Read more about this case study at www.microsoft.com/india/casestudies

Zensar employees use Portal to route performance reviews and reduce cycle time by 50%



CHALLENGE

As Zensar expanded internationally, its manual, paper-based employee-review process became more time-consuming and frustrating. Employees couldn't access previous assessments or track their reviews.

SOLUTION

Zensar wanted to solve this internal process problem quickly and cost-effectively and focus on its primary business of creating great software for clients. When Zensar heard about Microsoft Office SharePoint Server (MOSS) 2007—portal software with built-in electronic forms and workflow capabilities—it decided that it had found its solution foundation.

In just 16 person-days, Zensar developers used Microsoft software to create an electronic performance appraisal system called the HR Assessment Portal. With the new system, the HR staff still sends an e-mail message to each employee when it is time for his or her performance review. But instead of sending a document, HR embeds a link to a web site. With one click, the employee can access an electronic form that contains his or her previous year's assessment for reference to begin the process.

When employees complete their online self-assessments, they exit the system, which automatically generates an e-mail message to the employee's supervisor. That e-mail message also contains a link to the Portal. Each time a manager completes his or her review of an employee, the system automatically triggers a review by the next appropriate person. From the Portal, managers can search a database for past reviews and other documents related to that employee's performance. They can even initiate online conversations with other managers, which shortens the time spent tracking down documents and people.

When the assessment is complete, the HR Assessment Portal automatically calculates a recommended raise and bonus for the employee, relieving the HR staff and managers of a task that used to take two weeks per review.

"The HR Assessment Portal is a great example of using innovative software to reduce business costs."

KUMAR GAURAV,
Practice Head, Enterprise Collaboration and Content Management,
Zensar Technologies

BENEFITS

Zensar now has a web-based shared-workspace and collaboration environment that employees can use to create and track annual performance reviews with ease. The company has been able to reduce employee review times by up to 50% and has improved employee satisfaction, which helps retain talent.

Using the new HR Assessment Portal, employees can record their accomplishments online throughout the year rather than having to wait until the HR staff initiates their review. Employees can also track the status of their reviews online instead of sending e-mail queries to the HR



staff. Managers, too, can centrally track how many appraisals are headed their way and where their staff members are on their appraisals.

As a result of the automated efficiencies it has achieved, Zensar has been able to reduce the length of the employee review process from as long as two months to one month or less per employee. The reduction in time reduces costs; Zensar has been able to redeploy one full-time staff member in its HR department to a higher-level and more satisfying management position.

"Microsoft software is very easy to use, and it's a very flexible development environment. We didn't want to spend a lot of time on development. We liked the built-in workflows in the new Microsoft collaboration software and the ability to easily connect the solution to other business software we had; namely, our PeopleSoft employee data and our network-credential data."

KUMAR GAURAV,
Practice Head, Enterprise Collaboration and Content Management,
Zensar Technologies

SUMMARY

CHALLENGE: Completely overhaul employee-review process.

SOLUTION: In just 16 days, Zensar used Microsoft software to create a web-based portal that employees use to create and track annual performance reviews.

BENEFITS:

- Employee-friendly assessment process
- Up to 50% reduction in review process
- Better employee satisfaction and retention

Read more about this case study at www.microsoft.com/india/casestudies



Godrej & Boyce uses an easy-to-use Content Management framework to improve decision-making and productivity



CHALLENGE

Godrej & Boyce's (G&B) portal infrastructure consisted of several HTML pages. As the sites were content driven and content heavy, they were cumbersome for the in-house website management team to update and manage. The portals were not connected to an ERP or transactional system. G&B aspired to improve communications and galvanize business growth, while reflecting consistency across all the web portals of the Godrej Group. G&B required a reliable and dynamic web compilation solution to improve communications and to be perceived as a globally progressive and competitive organization.

SOLUTION

Since Internet Information Services (IIS), a part of Windows Server, had already been implemented as the in-house web server, the G&B management chose Microsoft Content Management Server (MCMS) as the combination would offer the company access to IIS, the latest web standards, including XML, and Simple Object Access Protocol (SOAP).

The solution is accessible by all divisions of G&B. Content Management Server was implemented in-house, and the new web site was developed and deployed in six months. This included the design, layout, content updation and the CMS

implementation. Content Management Server enables content authoring and delivery, as well as site management capabilities. It has empowered the employees to create rich product catalog pages, deliver personalized and targeted dynamic content, and build manageable e-commerce sites. The company is also using Content Management Server in conjunction with the Microsoft .NET Framework to deliver the web site as a key access point for G&B's channel partners which includes 350 dealers, along with its suppliers, and employees. Today, everyone from the chairman to junior management can access the system.

"Content Management Server has empowered Godrej & Boyce to improve decision-making and increase productivity. All divisions communicate better with their customers and partners via this comprehensive portal solution."

AJAY PIMPARKAR,
GM, Godrej Infotech Limited

BENEFITS

Content Management Server has enabled G&B employees to create, publish, and manage web content using Word and an Internet browser. Content Management Server allows corporate web portals to be used as tools for communication with customers, partners, and coworkers. Content Management Server manages workflow,



content scheduling, archiving, and publishing standards through page templates. The content on the company corporate web sites is now updated and easily accessible. Everyone from the chairman to the junior management can access the system.

"Microsoft Content Management Server was the obvious choice. We were confident that the product would serve G&B's requirements."

SANJAY DEOKULE,
AGM, Godrej Infotech Limited

SUMMARY

CHALLENGE: In order to improve communications and provide a consistent appearance across the group's divisional portals, G&B decided to implement an end-to-end Portal solution.

SOLUTION: G&B implemented Microsoft Content Management Server.

BENEFITS:

- Higher business user - productivity
- Increased partner and customer satisfaction
- Improved workflow management



Tata Teleservices uses Portal solution to boost employee productivity, strengthen core value system and reduce costs



CHALLENGE

More than 12,000 Tata Teleservices Limited (TTS defence) employees can be found in and around 60 cities, splitting time between the company's offices and customer sites. In recent years, its IT management found it challenging to maintain the high level of collaboration and information sharing that is critical to the organization's success. To stay competitive, TTS defence needed a constructive knowledge management (KM) system to be able to target information to specific internal audiences, invite discussion, and keep everyone up-to-date on company and industry news.

SOLUTION

After evaluating available intranet options, the company decided to implement a solution based on Microsoft Office SharePoint Server (MOSS) 2007. TTS defence engaged Microsoft Gold Certified Partner, Tata Consultancy Services (TCS) to develop the solution. TCS architects, developed and deployed the complete application from end to end.

Mind Beans, the Knowledge Portal, provides several features such as blogs, communities and GyanBhandar or a knowledge repository that can be accessed and updated by employees. This allows sharing training experiences, whitepapers and case studies. In addition, the

Portal offers separate sections for employees to share and access best business or technology practices, breakthrough ideas and innovations.

The intranet portal includes websites and collaboration workspaces for each business unit which uses the Content Management features of MOSS 2007 to publish its own information. Additionally, it helps gain visibility for yourself and your team using 'Team Sites' and 'MySite' and helps to make better informed decisions in the business.

A central repository stores all business information, giving users access to relevant information in real-time. It also provides easy search functionality to find the documents and other content that they may need. This serves as a self-service solution and a common file sharing platform which effectively reduced the HR and administrator work load. The system has therefore, found greater acceptability among employees.

"Microsoft Office SharePoint Portal Server lowers development costs by as much as three-fold through a huge jump in developer productivity. A remarkably intuitive solution, employees immediately figured out how to search, browse, and share information, increasing productivity four times."

SHIRISHMUNJ,
CIO, Tata Teleservices Limited

BENEFITS

TTS has experienced several improvements. The solution enables collaborative content development, information reuse, and enterprise search.

Increased workforce efficiency in terms of quality and efficiency of collaboration among geographically dispersed members.

Two-to-three times reduction in development costs; "Microsoft Office SharePoint Portal Server lowers development costs by as much as three-fold through a huge jump in developer productivity," says Ashish Deshpande, GM - IT, TTS.



Enhanced employee productivity by four-fold as the solution provides a single repository for all of the company's intellectual property, and gives faster access to the right information, which helps employees streamline their processes and accomplish their tasks more quickly.

Enhances knowledge management because its intellectual property is no longer splintered among several intranet systems

Improves decision making by having access to a platform that brings together data from heterogeneous sources into a unified, standardized view, will help in reducing the time taken for analysis and decision making.

"Thanks to the new intranet solution, we are not only fostering employee efficiency by providing users with a more powerful, more versatile system, but while doing so, we are also saving significant sums of money."

ASHISH DESHPANDE,
GM - IT, Tata Teleservices Limited

SUMMARY

CHALLENGE: Seamlessly connect geographically distributed employees to accommodate rapid growth.

SOLUTION: Tata Teleservices implemented a customized intranet Portal solution based on Microsoft Office SharePoint Server 2007 with help from Microsoft Gold Certified Partner Tata Consultancy Services.

BENEFITS:

- Increased workforce efficiency
- Two to three-fold reduction in development costs
- Three to four-fold increase in employee productivity
- Enhanced knowledge management
- Improved decision making



CUSTOMER RELATIONSHIP MANAGEMENT (CRM)

Who's your most loyal customer? Is your sales team following up on its leads? Are your customers being contacted in time and rewarded? These are just some of the questions that our CRM solutions answer. Find out more about the four companies using CRM solutions effectively.



Lavasa Corporation | AEGON Religare Life Insurance
Infosys Technologies | Virgin Mobile India

]

Lavasa upgrade applications to enhance sales efficiency by 60%



CHALLENGE

As a new organization, Lavasa did not have any existing Customer Relationship Management (CRM) solution in place and hence sales, services, marketing and interaction with customers was not optimized. Manual entering and merging of data and other such tasks choked employee bandwidth while reducing efficiency and often compromising accuracy. Another concern was collaboration and communication. Poor integration resulted in lack of updated real-time information to respond to customer queries thus reducing productivity.

The Lavasa management identified the need for an integrated CRM solution. "We wanted a solution that would eliminate all manual processes..," comments Rajgopal Nogja, President, Lavasa.

SOLUTION

The management at Lasava opted for Microsoft Dynamics CRM 3.0 which was later upgraded to CRM 4.0. "We chose Microsoft Dynamics CRM over other branded solutions. It presents a robust platform, wide coverage, better collaboration and quick integration. And it has an easy interface with Microsoft Office, Unified communications and Microsoft Office SharePoint Server," explains Vinod Vyas,

Head – Information Systems, Lasava.

Microsoft Dynamics CRM solution was customized by 25% to meet the functional and operational requirements of the company. The unique functionalities, archetypical for La-sava, were added to systematize the work and smoothen the work-flow. The sales module was customized and enhanced with lots of features for product management, lead and contact management, customer management, letter generation, web integration, site visit module and data migration.

"Microsoft Dynamics CRM 4.0 has the ability to work in different languages and currencies, which is good for Lasava as it deals with clients and consultants all over the world," says Vinod Vyas, Head – Information Systems, Lavasa. The solution also supports dynamic data connection with Microsoft Office applications and enables users to work with CRM tools using familiar productivity tools.

"Microsoft Dynamics CRM is a boon to our sales team as the solution reduces overheads for multiple letter generations for properties, tracks accurately all payment received and dues from or by the customer. The entire sales operations are streamlined, resulting in saving of 20% in payroll."

RAJGOPAL NOGJA,
President, Lasava Corporation

BENEFITS

Microsoft Dynamics is a complete CRM solution that provides the capabilities to gain and retain competitive advantage in today's business world. It provides a single, comprehensive solution to Lasava to manage its customers, track the leads, and exploit opportunities.

It has improved the efficiency of sales division by providing customer-centric application. "The solution reduces overheads for multiple letter generations for properties, tracks accurately all payment received and dues from or by the customer.



The entire sales operations are streamlined, resulting in saving of 20% in payroll," remarks Rajgopal Nogja.

With Microsoft Dynamics CRM, the response time to customers' queries has reduced from one day to immediate action via automated responses.

Microsoft Dynamics CRM consolidates all information in a centralized database. The online access to information facilitates working from any geographical location. MIS reports can be generated on demand and custom reports too are generated whenever required.

"Microsoft CRM increased our efficiency and productivity by more than 30% as it provides real-time data and ease of access."

NATHAN ANDREWS,
EVP – Business Development, Lavasa Corporation

SUMMARY

CHALLENGE: There was no CRM solution in place and hence sales, services, marketing and interaction with customers was not optimized.

SOLUTION: The management at Lasava opted for Microsoft Dynamics CRM 3.0 which was later upgraded to CRM 4.0.

BENEFITS:

- Enhanced sales efficiency by 60%
- Single unified user experience
- Centralized database
- Enhanced consumer satisfaction
- Seamless integration with Unified Communication

Read more about this case study at www.microsoft.com/india/casestudies



AEGON Religare Life Insurance increases efficiency of business processes across branches



CHALLENGE

In a servicing industry, Lead Management and Case Management are the areas where a company has to concentrate more to make themselves different from others. The main objective for AEGON Religare was to automate its sales force, customer service, and reporting systems. In this context, some of the challenges faced by the company included auto-assignment of leads to direct agency, servicing, city mapping for assignment of leads, sending alerts to users, etc. There was a pressing need to incorporate certain processes.

SOLUTION

AEGON Religare considered a number of options and decided to implement Microsoft Dynamics CRM 4.0. The company selected Microsoft Dynamics CRM 4.0 as the base application for Lead Management, Service Management and Campaign Management. It also has the facility to customize and get maximum output in terms of day-to-day data, which can be used for MIS reports.

The two important modules that were customized by the solution were Lead Management System where the company interacts with prospects. To have better control, prompt action and outstanding service to the customer, a special logic is introduced in the Lead Management System, which will automatically allocate the nearest agent for each lead. An allocation SMS alert is dispatched to the agent along with the client details.

The other module was the Case Management System where cases automatically get assigned based on the reason type and severity. All case related activities are recorded in CRM Activities and have escalation as well.

With Microsoft Dynamics CRM 4.0, employees are better equipped to deliver highly personalized customer services and improve customer satisfaction.

"Microsoft Dynamics CRM 4.0 is designed specifically to meet the needs of client-facing staff of insurance companies."

SRINIVASAN IYENGAR,
Director - IT & Change Management, AEGON Religare

BENEFITS

Microsoft Dynamics CRM 4.0 allowed the company a granular view of its customers, helping in designing better products, improve service levels and reduce operational costs significantly. "Because of Microsoft Dynamics CRM 4.0, all leads are assigned automatically and every lead is attended based on the assignment matrix," says Srinivasan Iyengar, Director - Information Technology & Change Management, AEGON Religare.



With a combination of easy-to-use customer interfaces, Microsoft Dynamics CRM 4.0 delivers quick and easy access to customer information.

Clients can reach the company by all possible mediums like—direct walk-in, phone, e-mail and SMS. The solution also improves campaign management for AEGON Religare. It traps all promotional activities of the company, by which the company will be able to know the impact of the promotion.

"The solution creates an efficient working environment for us, and we are seeing the results in more satisfied customers."

SRINIVASAN IYENGAR,
Director - IT & Change Management, AEGON Religare

SUMMARY

CHALLENGE: To automate its sales force, customer service, and reporting systems in a growing and increasingly competitive market.

SOLUTION: Implement Microsoft Dynamics CRM 4.0, supported by Religare Technova, a Microsoft Certified Gold Partner.

BENEFITS:

- Improved efficiency across branches
- Enhances customer satisfaction
- Provides greater customization



Infosys creates pre-configured CRM solution for Wealth Management and Private Banking



CHALLENGE

Businesses that provide Wealth Management and Private Banking services often have multiple, disparate applications and systems to manage both financial and CRM data.

Therefore, there is a strong need for a single, unifying CRM application that can integrate all the data from the disparate sources to provide each relationship manager with the most relevant, timely, accurate information for his role, while simultaneously tracking sales processes and required workflow activities. This need is especially vital since this sector is both fast-paced and prone to high turnover.

SOLUTION

Microsoft Gold Certified Partner, Infosys Technologies identified the gaps that hinder effective customer relationship management in a Wealth Management and Private Banking domain and, in response, developed Microsoft Dynamics CRM for Wealth Management and Private Banking. It chose to build its solution on Microsoft Dynamics CRM because it offers:

- A sophisticated set of building blocks for sales, marketing, and service
- Flexible workflow that cuts across and ties the modules together
- Role-based security across business entities
- A highly customizable platform.

All this allowed Infosys to create a solution to meet the complex needs of the Banking and Financial Services Industry with the following capabilities:

- **Custom Wealth Management and Private Banking Solution:** The solution provides a 360-degree view of each customer while giving users a single dashboard
- **Streamlined Integration** with Microsoft SQL Server, [Office] SharePoint Server 2007, PerformancePoint Server, and Office applications brought efficiency to development
- **Industry-Specific Customizability:** A comprehensive SDK makes it easy to extend product functionality and integrate multiple capabilities
- **Company-Specific Flexibility** With a powerful SDK and flexible platform, Infosys can modify most entities, fields, layouts, forms, and properties on the fly without extensive coding

"One key reason we chose to build our Wealth Management and Private Banking solution on the Dynamics CRM platform is its tight integration with Microsoft SQL Server, [Office] SharePoint Server 2007, PerformancePoint Server, and Office applications."

DINESH MOHAN,
Lead, Industry Solutions, Microsoft Dynamics Practice

BENEFITS

Faster Time-to-market for Industry-specific application: Because Infosys can now configure the application to meet exact customer specifications during implementation, ISV saves the significant time and expense of extra time to gather requirements while the customer gets to implement the application sooner.



Multiplied power and reach for application that include multicurrency capability, the ability to handle multiple languages in a single instance, and the multi-tenancy capability of Dynamics CRM 4.0.

This allows Infosys to support multiple organizations with a single instance and to provide data privacy needs through non-permeable layers within the same organization.

"The Dynamics CRM 4.0 platform is incredibly flexible. Its comprehensive SDK makes it easy for us to extend product functionality and integrate multiple capabilities to meet any industry or company-specific requirements."

DINESH MOHAN,
Lead, Industry Solutions, Microsoft Dynamics Practice

SUMMARY

CHALLENGE: Provide a single, unifying application for effective CRM in a Wealth Management and Private Banking domain.

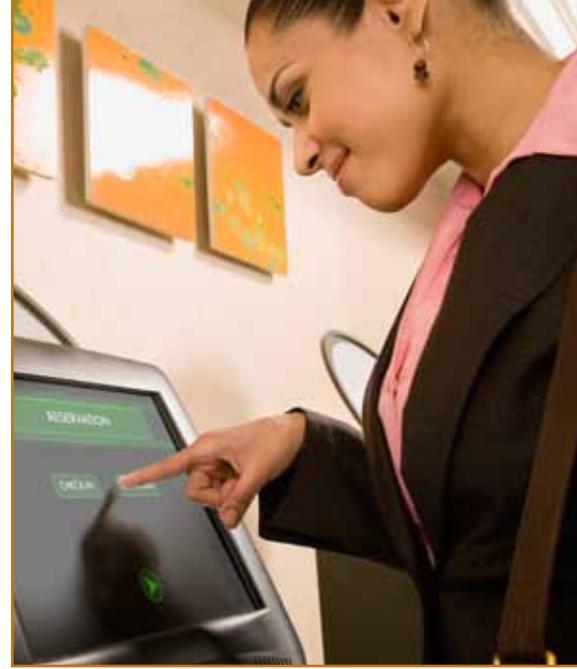
SOLUTION: Infosys developed its solution for Wealth Management and Private Banking on the Microsoft Dynamics CRM platform to provide a 360-degree view of each customer and a single role-based dashboard view for each user.

BENEFITS:

- Faster time-to-market for industry-specific application
- Multicurrency, multilingual, multi-tenancy capabilities
- Expanded security and compliance capabilities



Virgin Mobile India uses unmanned kiosks to improve service and also reduce costs



CHALLENGE

Virgin Mobile India used to rely on manned kiosks as the alternate channels for sales and branding. It was Virgin Mobile's endeavor to serve their customer better and attract more customers to know Virgin Mobile's latest offers and deals. Hence, Virgin Mobile India decided to pilot unmanned kiosks and evaluate the success of the pilot by saving costs and attracting subscribers to interact with Virgin Mobile applications, buy recharge coupons, download freebies and paid value-added-services (VAS) content like wallpapers and ringtones. Virgin Mobile, therefore, started looking for a solution that would help it reduce costs and improve service.

SOLUTION

Virgin Mobile, therefore, decided to pilot the Microsoft Customer Care Framework (CCF) along with custom-built, highly interactive user interface using Microsoft Silverlight. The solution centrally manages content management portals for kiosk machines. The solution provides a graphical user interface for customers to browse through Virgin Mobile applications and also provide preview and download content. The kiosk application allows

the user to personalize the landing page with Touch Screen support as well. Users can preview VAS content, zoom in/out of wallpapers, listen to ringtones, preview categorized VAS content and download VAS content. Users can also download VAS content on the removable media like USB drive.

The solution is hosted on the CCF server which can allow generating usage reports using custom CCF adaptors. Custom reports can be created to track VAS content download from different kiosks.

"Unmanned kiosks provide more customer choices for communication, and enable employees to connect and interact with customers more easily."

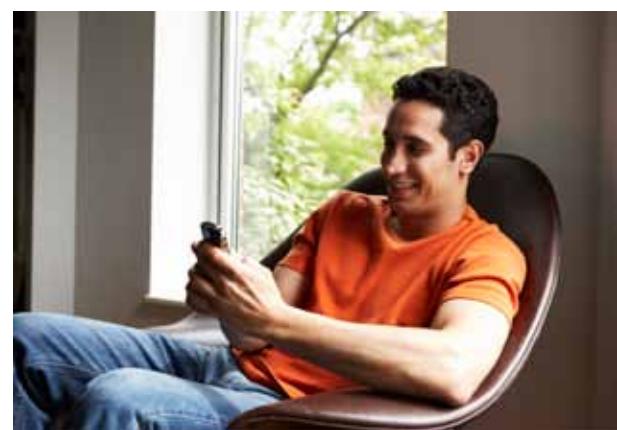
CARL AMBROSE,
CIO, Virgin Mobile India

BENEFITS

Virgin Mobile India has been able to centrally manage its kiosks which in turn improves operations. The content displayed on the kiosk is centrally located on the server side. Any changes to the VAS content are immediately reflected across all the kiosks and hence there is no kiosks downtime.

The CCF offers more services to subscribers at the kiosk. It attracts subscribers to interact with Virgin Mobile applications.

From an operations perspective, the



IT department can integrate multiple systems and applications into a single-agent-desktop, and enable innovative communication channels for customers.

The IT staff can quickly and cost-effectively develop an agile and user-friendly interface that connects your people to the processes and information they need to deliver exceptional customer care, and make informed decisions.

"Because the Customer Care Framework is an interoperable and integrated environment, it can accommodate new lines of business cost-effectively."

CARL AMBROSE,
CIO, Virgin Mobile India

SUMMARY

CHALLENGE: Manned kiosks used as alternate channels for sales and branding were posing challenges. Virgin Mobile India wanted a solution that would increase point of presence and sales through these alternative channels.

SOLUTION: The company decided to use Microsoft Customer Care Framework to address these challenges.

BENEFITS:

- Increases VAS revenue
- Increases brand awareness, generate leads in target segment
- Provide excellent customer service
- Enable systems integration and reporting

Read more about this case study at www.microsoft.com/india/casestudies

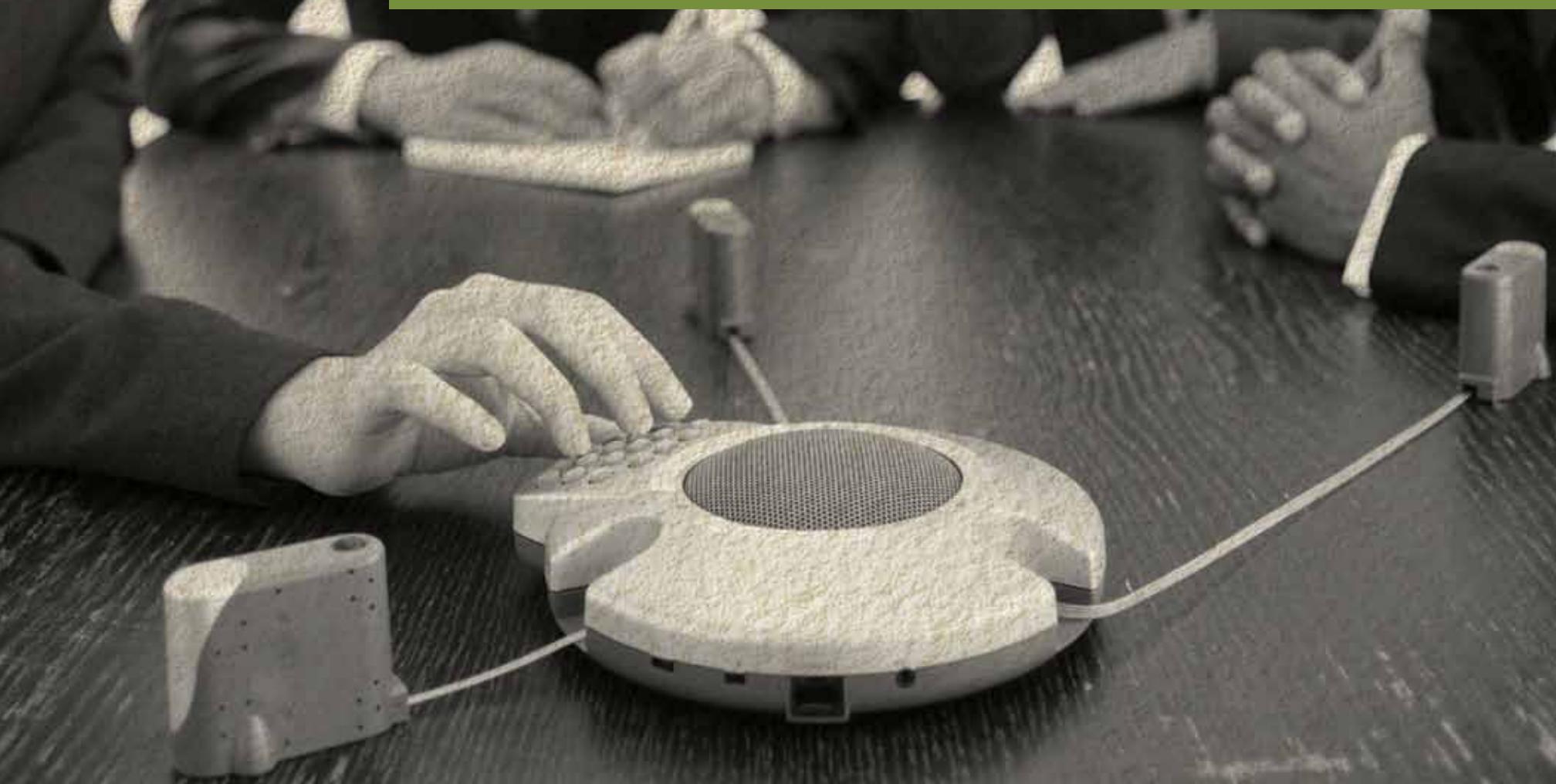


UNIFIED COMMUNICATION

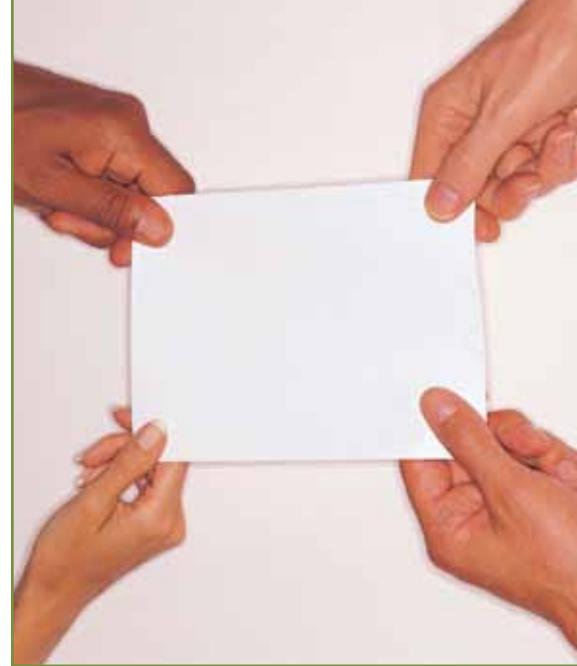
Ensure you are connected at all times with Microsoft Unified Communications solutions. Your e-mail messages will get forwarded to your mobile, you can access documents from wherever you are, access your address book from a browser and do live conferences. Read about all these experiences in the six cases to follow.



Marico | Moser Baer | Raymond Group | Info Edge | Tata Teleservices | IndiGo Airlines



Marico cuts costs, boosts efficiency with Unified Communications



CHALLENGE

Being a fast growing company with a vast network, Marico wanted to enable better communication and collaboration among its employees. The company wanted to reduce the time, and traveling costs of their employees for meetings and reviews. Also, most of the services available to the company's employees were hosted, hence with the pay-per-use model cost was a major constraint. The company wanted an integrated solution that would provide unified messaging and communication.

SOLUTION

After looking at several messaging environments such as Skype, GTalk and Yahoo Messenger, Marico chose to implement Microsoft Office Communications Server 2007 because it met all the specific communication needs of the company. Marico partnered with

Microsoft Consulting Services (MCS) for implementing the new solution.

Microsoft Office Communications Server (OCS) 2007 incorporates software powered voice over IP (VoIP), so users can make, receive, and manage phone calls using Microsoft Office Communicator 2007 running on their computers. It also offers improvements to Instant Messaging and Presence, and it provides an on-premise version of Microsoft Office Live Meeting for web conferencing.

OCS 2007 provided rich presence and instant messaging services to enhance collaboration. The new solution delivered the infrastructure capabilities that support collaboration across offices in India.

"The new solution enabled communication and collaboration with vendors and partners, thus achieving faster time-to-market for the company's products and services."

VINOD KAMATH,
Chief Finance and IT, Marico Limited

BENEFITS

By deploying a Unified Communications solution, Marico expects to improve productivity through easy access to information and collaboration tools.

The range of communication options provided by OCS 2007, will give the mobile workforce at Marico powerful new tools to make their time on the road more productive.



Employees can use features such as Conferencing and Instant Messaging from inside the Microsoft Office applications they work with every day, such as Microsoft Office Word and Office Excel spreadsheet software.

Marico has reduced travel costs for its engineers and IT personnel. With OCS 2007, IT professionals can use Presence to find out who might be available to help and make contact with that person instantly.

"We selected Microsoft Office Communications Server 2007 for presence, instant messaging, and web conferencing. This will further increase productivity, improve information sharing, and simplify IT management."

BHAGWANTPAI,
IT Infrastructure Manager, Marico Limited

SUMMARY

CHALLENGE: Fast growth required a large integrated communication and collaboration system.

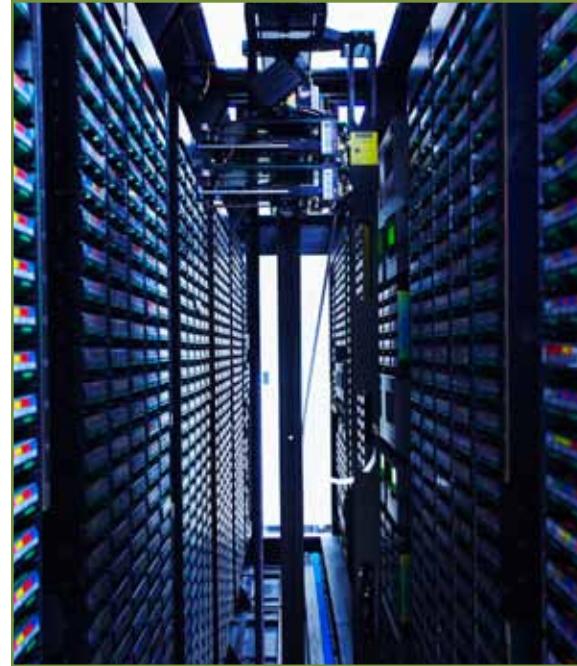
SOLUTION: The company deployed Microsoft Office Communications Server 2007 as part of a Unified Communications solution.

BENEFITS:

- Enhanced productivity
- Improved information sharing
- Reduced travel costs



Moser Baer streamlines messaging and boosts efficiencies with new messaging system



CHALLENGE

Due to its vast set up and the high mobility of its workforce across the continent, messaging is a critical function for the company. The current environment is operational on the Microsoft Windows Server 2003 based Active Directory services and has Exchange in mixed mode with both Exchange 2003 and 2007 servers in the environment. A major drawback of this system was that mobile employees had limited access to messages and communication. E-mail management was also a major issue for individual users at the organization.

The company was on the lookout for a new technology that could be used to improve the way it works individually and as an organization.

SOLUTION

Moser Baer decided to meet the collaborative messaging needs of its employees with the help of Microsoft Consulting Services (MCS). Ultimately, Moser Baer decided to completely migrate from Microsoft Exchange Server 2003 to Microsoft Exchange Server 2007.

The implementation began in October 2007 and was completed in 22 days. Eight Exchange Servers were installed wherein two servers were set as Client Access Servers (CAS), two as HUB transport servers and four servers in two Cluster Continuous Replication (CCR) sets. Forty mailboxes were moved to the CCR server at the primary site.

Microsoft Exchange Server 2007 provides out-of-the-box high availability, clustering, and disaster recovery capabilities. It also includes new features designed to improve both the IT administrator and user experiences that helped the company to create multiple storage groups and set individual policies for each group. Additionally, Exchange Server 2007 includes Office Outlook Web Access, which accesses e-mail, schedules, and other information stored on Exchange Server using only a web browser and an Internet or intranet connection.

"We had a taste in the past with Linux – Sendmail based solution (before we changed to Microsoft Exchange Server 2003 based solution), there was not much need to explore for alternates. Otherwise also at Moser Baer India Limited we have established most of the Microsoft technologies, so for interoperability we chose Exchange Server 2007."

MAHABIRBANSAL,
DGM - IT, Moser Baer

BENEFITS

With Microsoft Exchange Server 2007, Moser Baer has an updated messaging solution that increases data protection, improves IT administrative capabilities, and lowers overhead costs.

The Exchange Management Console combines all management tasks into one user interface and lets the IT staff easily manage all of the organization's messaging servers, recipients, and organizational components.

Mobile employees can now do more when they're out of the office. The company has set up all of its migrated laptop users with



the Outlook Anywhere feature, which provides web access to Exchange Server 2007 using the RPC over HTTP protocol and eliminates the need for users to establish a Virtual Private Network (VPN) link just to check their messages.

Using this new version of Outlook Web Access, along with Exchange Server 2007, remote employees have better communications capabilities than before.

The Exchange Server public folders play an important role in communications and collaboration, and the enhanced Outlook Web Access in Exchange Server 2007 makes it easy to access public folders from any device with a web browser.

"With Office Outlook Web Access features, such as monthly calendar views, recovery of deleted items, and public folder accessibility, Moser Baer employees can have access to information when they are away from the office, through an interface they are already familiar with."

V MUTHU KUMAR,
Senior GM – IT, Moser Baer

SUMMARY

CHALLENGE: Replace legacy messaging system with a messaging platform that enabled local and remote access.

SOLUTION: Moser Baer deployed Microsoft Exchange Server 2007 to consolidate its messaging systems and provide universal communications access.

BENEFITS:

- Improved administration through an integrated Exchange Management Console
- Improved mobile productivity with the Outlook Anywhere feature
- Improved Anywhere Access with Outlook Web Access

Read more about this case study at www.microsoft.com/india/casestudies



Raymond finds a more intuitive messaging platform in Microsoft Exchange Server



CHALLENGE

The current messaging architecture at Raymond with thousands of employees was composed of a Linux mail server. This e-mail server acted as a gateway mail server and all remote location mail servers connected to the mail server through Multi Protocol Label Switching (MPLS) network. However, in order to effectively serve the remote locations needs, a standardized, scalable messaging environment required to be implemented. The company needed a solution that would be intuitive and cost-effective, while at the same time simplifying management for its IT team. The ideal solution would be one that would reduce costs and provide more advanced features.

SOLUTION

Microsoft Consulting Services (MCS), the services division of Microsoft was selected to provide the best suited design for the organization in line with the future requirements and growth of the organization. Raymond decided to deploy Microsoft Exchange Server for its messaging and collaboration requirements. Exchange Server improves collaboration efforts by unifying the domain structure and consolidating directory management. It deploys a messaging and collaboration architecture that enables quick response to new business opportunities. Raymond also deployed Microsoft Systems Management Server for inventory management, and patch management.

"We wanted a messaging system that would be simple, enable faster message delivery and provide roaming user support. We identified Microsoft Exchange Server 2007 as the strategic messaging product for the company's e-mail services."

VINAY HINGE,
GM-IT, Raymond

BENEFITS

Exchange Server is making an immediate impact in improving collaboration and communication across the organization.

Deploying the new messaging solution provided an opportunity to achieve greater control over the security and integrity of the organizations information. New features in Exchange Server 2007 give Raymond IT administrator's better, more flexible



management capabilities. For example, the Exchange Management Console provides a graphical user interface for IT management and troubleshooting tasks.

The implementation of Microsoft Exchange Server 2007 has also resulted in an important reduction of management, administration, and maintenance costs for the e-mail environment.

"The design of the Exchange Management Console and Exchange Management Shell makes administering Exchange Server 2007 significantly easier."

ANIL ARORA,
Head – IT Infrastructure, Raymond

SUMMARY

CHALLENGE: Find a more intuitive, advanced, and integrated messaging platform to support Raymond's daily operations.

SOLUTION: Raymond decided to deploy Microsoft Exchange Server for its messaging and collaboration requirements.

BENEFITS:

- Tighter security
- Reduced administration
- Reduced costs



Info Edge improves productivity by upgrading its existing technology infrastructure and software architecture



CHALLENGE

Info Edge, known for its portals such as Naukri.com and Jeevansaathi.com, was using Lotus Domino Server 7 and Lotus Notes. But as it started expanding its business and working from multiple locations, it realized the need to upgrade its existing technology infrastructure and the software architecture.

To reduce IT administration costs, increase hardware optimization, and improve overall efficiencies, Info Edge wanted to move towards a common technology platform. "We were looking for a homogeneous Information Technology environment, where collaboration and communication were simplified," explains Ankur Kheterpal, Head-IT, Info Edge.

SOLUTION

Info Edge decided that migrating to Microsoft Exchange Server was the best option for its business requirements. "There were a number of Microsoft Exchange Server features that we required—scheduling and calendar features, sharing of files and folders, a common address book.... Our employees were also quite comfortable using these features, and it helped eliminate many of the paper processes," explains Ankur Kheterpal.

The migration process itself was hassle-free. E-mail of employees, including agendas, notes, contacts and other appointment details were migrated to Exchange Server 2003, and post that to Exchange Server 2007. Use of the Active Directory Services ensured that implementing unified messaging features wasn't a complex exercise. "The migration went off smoothly without anyone at Info Edge losing any document or appointment," says Ankur.

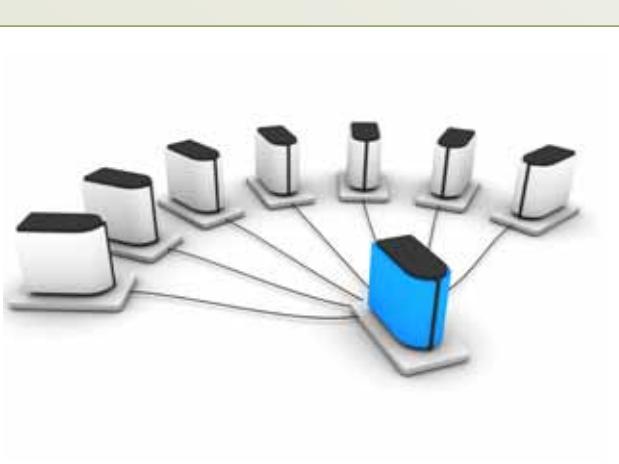
"There were a number of Microsoft Exchange Server features that we required—scheduling and calendar features, sharing of files and folders, a common address book, allocation of tasks. Our employees were also quite comfortable using these features, and it helped eliminate many of the paper processes."

ANKUR KHETERPAL,
Head-IT, Info Edge (India) Ltd

BENEFITS

The move has benefited Info Edge to a great extent in terms of improving productivity, simplifying collaboration, and having a better and more secure infrastructure.

With Exchange Server 2007, Info Edge has access to many unified messaging solutions. With the integration of Active Directory Services, employees can access their e-mail from any place using any device.



"The IT team is easily able to manage and administer Exchange Server 2007, and equally the users find it quite easy to work with," says Ankur.

With improved replication and clustering features, the system is extremely reliable, and reduces down-time. Anti-phishing and anti-spam features have also reduced virus attacks and improved the ease of administration.

"With Exchange Server 2007, employees have access to e-mail from anywhere. This has helped respond to queries faster, and improve operational efficiency."

ANKUR KHETERPAL,
Head-IT, Info Edge (India) Ltd

SUMMARY

CHALLENGE: The need to upgrade its existing technology infrastructure and the software architecture while reducing IT administration costs, increase hardware optimization, and improve overall efficiencies.

SOLUTION: Migrating to Microsoft Exchange Server was the best option for its business requirements.

BENEFITS:

- Improved collaboration
- Ease of administration
- High availability



Telecom services provider, Tata Teleservices, cuts costs by Rs.10 crore (U.S.\$2 million) annually



CHALLENGE

Spread over 70 locations in the country, with over 10,000 employees, Tata Teleservices Limited (TTSL) management's primary challenge was ensuring effective communication and collaboration. At the same time, the Managing Director of Tata Teleservices Limited, Mr. Anil Sardana, wanted to control the cost of doing business. But with constant price hikes, the figures continue to inflate. Something had to be done and done fast!

TTSL had been using traditional ways of communication, e-mail and instant messenger. It needed a solution with features like Chat, Audio, and Video Conferencing tools and Content Sharing. The increase in flexibility to communicate and collaborate would also reduce inter-office travel.

SOLUTION

To effect this change, they decided to partner with Wipro Technologies who set up the server infrastructure and rolled out the solution with Microsoft Office Communication Server 2007 to the initial set of users. The in-house IT partner Tata

Consultancy Services then took over and deployed the application to the rest of the company.

Microsoft Office Communication Server 2007 is a Unified Communications server that delivers Enterprise Instant Messaging, Audio, Video and Web-conferencing, and enhanced Voice-Over-IP (VOIP). TTSL has over 3,000 retail outlets and 70 locations across the country.

The solution chosen required little or no training. It was an intuitive and familiar solution that employees could use efficiently and quickly. Commenting on the smooth transition, Mr. A.G. Rao, Chief Technology Officer, says, "We had no teething troubles whatsoever. Our senior management as well as our employees handled the new system like seasoned veterans."

"OCS has changed our lives. We recently held an All Hands Meet using OCS and Media Streaming across 60+ locations for over 6,000 employees. I communicated and interacted with my entire team at one time. A first in India, we have also cut costs by Rs. 10 crore annually."

ANIL SARDANA,
MD, Tata Teleservices

BENEFITS

A satisfied Mr. Sardana says, "OCS has changed our lives. We recently held an All Hands Meet using OCS and Media Streaming across 60+ locations for over 6,000 employees. I communicated and interacted with my entire team at one time. A first in India, we have also cut costs by Rs. 10 crore annually."

From the management's perspective Mr. Anil Kumar Sardana, Managing Director, TTSL adds, "Post Microsoft OCS, we have increased employee communication, team collaboration and can now communicate business imperatives to all employees in an

hour; saving not just money and time but also positively impacting employee morale." Perhaps, the single most important feature of OCS 2007, communication has become free, unrestricted, and permeates across all levels. The Managing Director can address all employees at one time. Management connects with teams far more effectively and employees communicate amongst themselves. Mr. Sardana accurately sums it up by explaining, "With the cost of communication gone down, we no longer hesitate to schedule CEO visits, discussions or conference calls. We are now a single entity."

"With the cost of communication gone down, we no longer hesitate to schedule CEO visits, discussions or conference calls. We are now a single entity."

ANIL SARDANA,
MD, Tata Teleservices



Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: Reduce the cost of communication and collaboration.

SOLUTION: Use the Microsoft Unified Communications solution comprising Microsoft Office Communications Server 2007.

BENEFITS:

- TTSL cut costs by Rs. 10 crore annually
- Save on communication time
- Free up communication and increase interaction thereby improving employee morale



IndiGo Airlines employees get more productive and experience mobile connectivity with new messaging solution



CHALLENGE

Due to its vast set up and the high mobility of its workforce across the continent, messaging is a critical function for IndiGo Airlines. IndiGo's existing mailing system, using Microsoft Exchange Server, didn't offer some of the newer features which limited its mobile workforce such as inadequate access to messages and communication.

E-mail management was the other concern for the organization. IndiGo wanted an integrated solution that would provide unified messaging and communication.

The company was on the lookout for a new technology that could be used to improve the way it works individually and as an organization. An upgrade was necessary to meet current and future growth in the business.

SOLUTION

IndiGo decided to meet the collaborative messaging needs of its employees with the help

of Microsoft. After looking at several alternative messaging solutions, IndiGo decided to completely upgrade from Microsoft Exchange Server 2003 to Exchange Server 2007 and also implement Microsoft Office Communications Server (OCS) 2007.

The company adapted the new technology of Microsoft Exchange Server 2007 to realize higher-performance and higher-availability on e-mail and real-time communications solution to enable Instant Messaging through Microsoft OCS 2007.

By deploying Microsoft OCS 2007 and Exchange Server 2007, IndiGo incorporates the benefits of Unified Communications into its messaging environment. The increased levels of communication and mobility that the solution makes possible can cut costs and improve productivity and customer service.

"We loved the features such as Smart Archiving technology, native Anti Virus interface, Intelligent Message Filter (IMF) and higher availability provided by the Exchange Server 2007."

RAJIV NANDWANI,
Director IT, IndiGo Airlines

BENEFITS

As a result of the new solution, IndiGo expects to speed up its productivity, improve partner communication, reduce total cost of ownership, boost mobility and flexibility, and increase operational control. OCS 2007 also opens up many new possibilities for a more unified infrastructure and saves time which increases productivity.

The streamlined communications made possible by the new solution helps employees be more efficient. By moving to an integrated productivity suite with OCS



2007, also saves time which in turn increases productivity. The new measures give the mobile workforce at IndiGo powerful new tools such as Presence Awareness to make their time on the road more productive.

"With Office Communications Server 2007, IndiGo has achieved a seamless link between all communications."

RAJIV NANDWANI,
Director IT, IndiGo Airlines

SUMMARY

CHALLENGE: The company was on the lookout for a new communication technology that could be used to improve the way it works individually and as an organization.

SOLUTION: IndiGo decided to completely upgrade from Microsoft Exchange Server 2003 to Exchange Server 2007 and also implement Microsoft Office Communications Server 2007.

BENEFITS:

- More efficient communication
- Accelerated productivity
- Boosts mobility and flexibility
- Employees work more efficiently

Read more about this case study at www.microsoft.com/india/casestudies



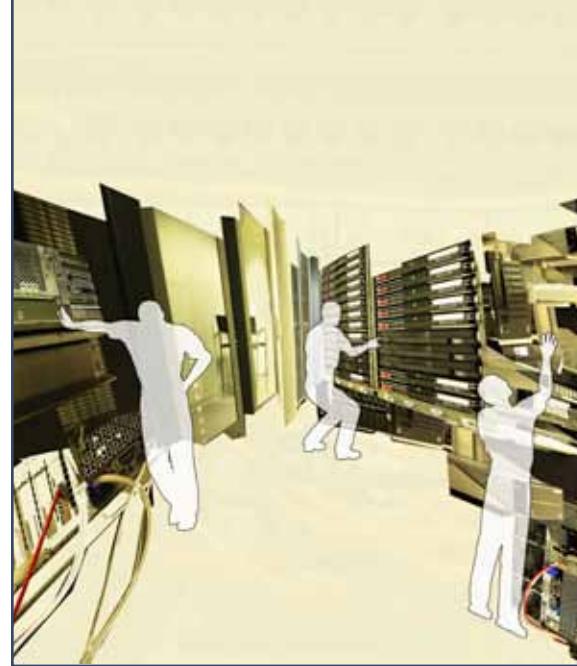
VIRTUALIZATION

You no longer need a server for every application or database. With Virtualization technologies from Microsoft, not only can you reduce server requirements, but also cut down on power consumption, real-estate requirements and reduce maintenance hassles, while ensuring performance. Five companies speak of their experiences.



Godrej Sara Lee | KPIT Cummins | MphasiS
Sutherland | Wipro Technologies

Godrej Sara Lee saves 35% of hardware and maintenance costs, 25% on energy costs with server Virtualization



CHALLENGE

As the business of Godrej Sara Lee (GSLL) grew, GSLL watched its server holdings soar and IT work multiply. This brought the firm up to about 32 physical server computers from different vendors. Managing the hardware and software for this environment was a challenge. All server-related processes were becoming tedious and cumbersome to manage. Power consumption of servers was also a worry. Additionally, rising energy and cooling costs were draining resources.

Saving money was another business imperative for GSLL. The company wanted to spend less on purchasing and maintaining servers and to reduce power and cooling costs at its data centers.

GSLL needed a Virtualization solution that was affordable, easy to set up and scale, and simple to manage.

SOLUTION

GSLL is a Microsoft Enterprise Agreement (EA) customer and likes to use Microsoft Technologies as much as possible. Therefore, when it came to selecting a vendor for the Virtualization solution, the choice was obvious. GSLL worked with Dell, a Microsoft Gold Certified Partner, to standardize and consolidate

the company's infrastructure using Hyper-V Virtualization technology.

During the project GSLL migrated to Windows Server 2008 R2 using its Hyper-V Virtualization capability, which was an inbuilt functionality to Windows platform. To better manage the virtualized infrastructure and reduce provisioning time the company invested in the management software—System Center Virtual Machine Manager (SCVMM).

The IT staff uses SCVMM to convert physical servers over to virtual machines and manage the virtual servers. SCVMM centrally manages all virtual machines. It provides Automated Virtual Machine Provisioning, Physical-to-Virtual Migration tools, Virtual Machine Performance Tuning, and Dynamic Movement of virtual machines from one host to another. It makes it easy to manage a complex Virtualization environment from a single console.

Currently (in the virtualized environment), GSLL has two physical servers running about eight virtual machines hosting critical applications.

"By reducing the size of our physical infrastructure, we have saved 35% on hardware and maintenance costs."

DINESH GUPTA,
DGM-IS, Godrej Sara Lee

BENEFITS

By using Virtualization software, GSLL has been able to reduce its server footprint, cut costs, speed server provisioning, simplify IT infrastructure management, and enhance availability. Using Hyper-V and SCVMM, GSLL has simplified IT administration and planning.

The company has streamlined server management. It now has a single console for managing all of its virtual machines, which means spending less time and effort



administering, and further backing up the environment.

The most immediate cost savings for the company came from server consolidation. The company was also poised to save a significant amount of money on electrical and cooling costs, and has saved about 35% on hardware and maintenance costs. Before using Microsoft Virtualization, it often took three weeks for IT staff to obtain a new physical server and one week to deploy it. Now it takes just four to six hours to provision a virtual machine.

"We have not only trimmed hardware expenditure but also reduced energy costs by 25% apart from improving manageability of the IT infrastructure, resulting in increased IT efficiency, reliability, and agility."

SUBRATA DEY,
EVP (IS and Logistics), Godrej Sara Lee.

SUMMARY

CHALLENGE: GSLL wanted to upgrade its IT server infrastructure and desktop computers, while managing its technology resources more efficiently.

SOLUTION: GSLL embraced the Microsoft Virtualization technology to standardize and consolidate its IT infrastructure.

BENEFITS:

- Reduces physical servers
- Simplifies management
- Reduces costs
- Reduces server provisioning time



KPIT Cummins reduces 120 servers to 20 with Virtualization



CHALLENGE

To help meet the needs of more than 5,000 users across the globe, KPIT Cummins operates multiple data centers with more over 200 servers. KPIT Cummins realized that more than 150 servers had reached the end of their life and they had hardware which was older than three years. At the same time, there were more than 50 servers that had less than 30% utilization. Initially the managers planned to replace some of them with new hardware and renew the annual maintenance contract (AMC) of the remaining servers, but these options required considerable capital and operating expenses.

"Our goal was to deploy Green IT solutions, reduce capex and opex expenses by at least 15% and improve asset utilization by 20%," explains Mandar Marulkar, Head, of Technical Infrastructure Management Services, KPIT Cummins. "The growing number of servers, however, was resulting in more energy consumption and increased data center energy consumption."

SOLUTION

KPIT Cummins recognized that it could use Virtualization technology to reduce the number of physical servers in its data center, and enhance the availability of applications and services.

The IT team at KPIT Cummins evaluated several products, including the Hyper-V technology part of the Windows Server 2008 operating system, VMware, and others.

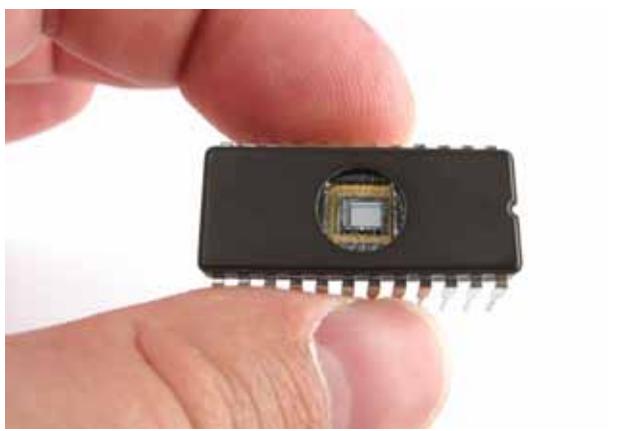
Considering the business requirement, licensing model, cost factor and technical support available, the company ultimately decided to deploy Hyper-V as it provides all the functionality needed and meets all the requirements. The implementation dramatically pruned its physical server holdings, from 120 to 20 systems. The company can now efficiently deploy, scale, and manage a virtualized server infrastructure without the extra cost of a third-party solution.

"Server Virtualization has brought in significant reduction in capital expenditure. We have consolidated physical servers by more than 40%, reduced physical rack space by 60% resulting in savings of more than 40% in data center budget."

MANDAR MARULKAR,
Head, TIMS, KPIT Cummins

BENEFITS

Using Hyper-V to virtualize servers, the company is able to significantly reduce hardware costs and decrease the hardware footprint at its data centers. Now the IT department can support the business with less hardware, which means lower equipment costs, reduced electrical consumption for server power and cooling, and less physical space. "We have trimmed our physical server holdings—from 120 to merely 20 servers. Currently the entire setup is running on 20 infrastructure servers virtualized on Microsoft Hyper-V Server 2008. The expenses on server boxes have



dropped drastically by 40% of our data center budget," elaborates Sandeep Gandhi, Senior Manager, Data Center Operations, KPIT Cummins. Virtualization has helped consolidating practically ten servers into a single virtual server.

Loading different operating systems and applications on a single virtual server has resulted in improving the utilization up to 70% of the less utilized servers.

"We have trimmed our physical server holdings—from 120 to merely 20 servers. Currently the entire setup is running on 20 infrastructure servers virtualized on Microsoft Hyper-V Server 2008. The expenses on server boxes have dropped drastically by 40% of our data center budget."

SANDEEP GANDHI,
Senior Manager, Data Center Operations, KPIT Cummins

SUMMARY

CHALLENGE: KPIT Cummins realized that more than 150 servers had reached the end of their life, but wanted to deploy Green IT solutions, reduce capex and opex expenses by at least 15% and improve asset utilization by 20%.

SOLUTION: KPIT Cummins recognized that it could use Virtualization technology to reduce the number of physical servers in its data center, and enhance the availability of applications and services. The company ultimately decided to deploy Hyper-V as it provides all the functionality needed and meets all the requirements.

BENEFITS:

- Consolidates multiple servers
- Reduces power consumption
- Reduces opex and capex cost
- Improves service quality



MphasiS consolidates 145 servers to 29 virtualized ones, saves on capex



CHALLENGE

MphasiS had a lot of end-of-life server hardware which had to be phased out. At the same time, the company wanted to explore how they could consolidate their infrastructure server environments. It had 145 servers in all. Managing the hardware and software for this environment was a huge challenge. Handling alerts, monitoring all the servers, assigning bandwidth—all server-related processes were becoming tedious and cumbersome to manage. Power consumption of servers was also a worry, as was availability of rack space for more servers.

SOLUTION

MphasiS decided to adopt Virtualization for the infrastructure servers. The company considered various technologies for this. MphasiS opted for Microsoft Hyper-V Server 2008, Datacenter Edition for its infrastructure servers.

MphasiS has a distributed server environment. The company went about implementing the virtualized infrastructure servers with a site-specific approach. The teams would virtualize the server boxes at a site, analyze their performance and stabilize the environment and then proceed to the next location. The entire implementation across 12 locations took almost a year.

MphasiS built a layer of hardware redundancy to ensure that in case of any point of failure with a server box, the processes could immediately move to another box. Using Hyper-V, MphasiS was able to add another layer of redundancy to this by creating clusters of servers.

"We chose Microsoft Hyper-V because we have standardized our IT setup on Microsoft technologies. Moving to a new platform would have meant lack of predictability and increased costs."

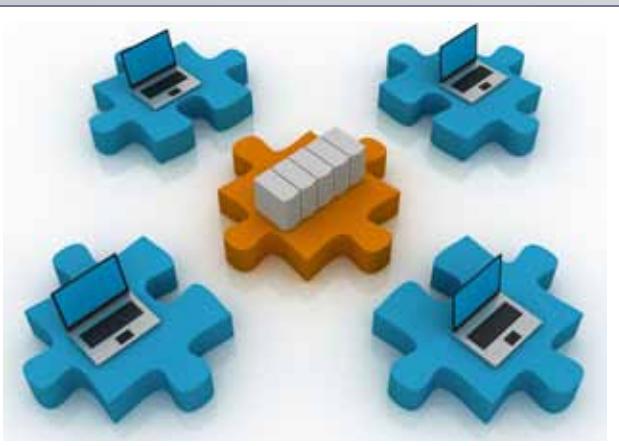
SHYAM CHANDRAMANI,
Unit Manager – Global Server Team, MphasiS Limited

BENEFITS

MphasiS completed the implementation of infrastructure server virtualization across 12 geographical locations in June 2009.

Server Virtualization has brought about significant reduction in capital expenditure. MphasiS now has its entire setup running on 29 infrastructure servers (instead of 145) virtualized on Microsoft Hyper-V Server 2008. The expenditure on server boxes has dropped sharply.

The operational costs of running 29 boxes



are significantly less compared to that of 145 servers due to lower power consumption, cooling, rack space, and fewer people required for managing servers.

While MphasiS built a layer of hardware redundancy to its server environment, Hyper-V has enabled in the company to build a second layer of redundancy at the software layer as well.

"We had a lot of end-of-life/support servers which we wanted to refresh. We chose to purchase high-end hardware which would enable us to virtualize the services running on the existing boxes, and future-proof our infrastructure to handle the unprecedented organizational growth, as well as contribute towards Green IT."

SHYAM CHANDRAMANI,
Unit Manager – Global Server Team, MphasiS Limited

SUMMARY

CHALLENGE: To consolidate its infrastructure servers across locations to reduce the cost of managing them, improve availability, and transition towards a greener IT environment.

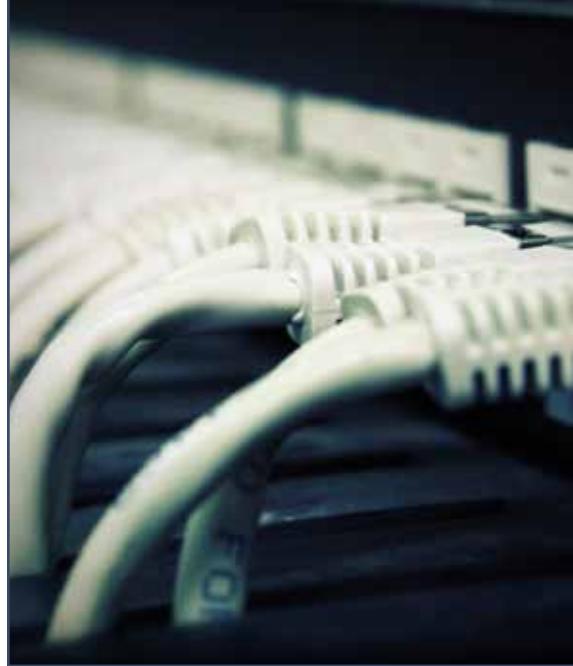
SOLUTION: MphasiS opted for Microsoft Hyper-V Server 2008 Datacenter Edition to be deployed across its 12 locations in a distributed manner. The deployment was in a cluster mode to build in redundancy.

BENEFITS:

- Reduced capital expenditure
- Reduced operational expenditure
- Reduced 'hands and eyes' support
- High availability



Sutherland speeds deployment, enhances security, reduces desktop imaging time by 96%



CHALLENGE

Sutherland was using Symantec Ghost Cast Server 8.0 for its application management requirements. However, for every program ramp-up and movement, all desktops needed to be re-imaged. Also, patches and updates were a colossal task. The company was facing serious challenges in deploying, updating, and supporting applications because the process was incredibly time-consuming and resource intensive.

SOLUTION

In order to resolve its critical application management challenges and to keep the cost of operations low, Sutherland partnered with Wipro Technologies, a Microsoft Gold Certified Partner, to deploy a virtualized desktop environment. Together, they implemented an application Virtualization solution in 18 business days using Microsoft Softgrid Application Virtualization.

A component of the Microsoft Desktop Optimization Pack (MDOP), Softgrid

Application Virtualization transforms applications into virtualized, network-available services resulting in dynamic delivery of software that is never installed, never conflicts, and minimizes costly application compatibility testing, ultimately reducing application deployment and support costs.

Softgrid Application Virtualization completely transforms desktop administration, including deploying, patching, updating, and terminating applications. Instead of a complex series of unavoidable steps that consume resources, it becomes a simple, automated process that requires minimal resources and delivers superior results.

This virtual model prevents software conflicts on individual machines and allows companies to deploy one or more applications at the same time.

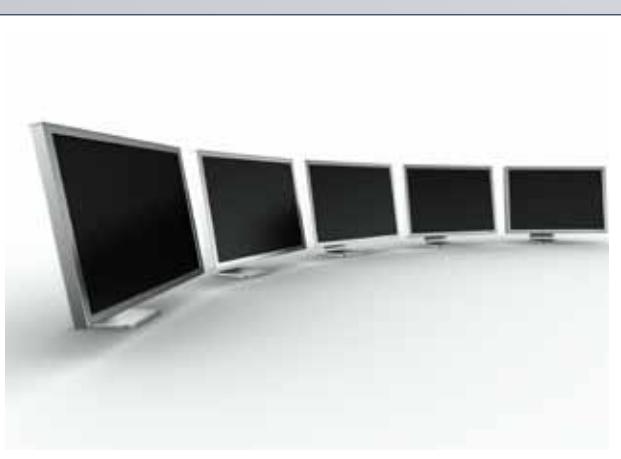
"The implementation of Microsoft Softgrid Application Virtualization has made enterprise application management much faster and affordable while making our desktop environment much more secure."

KARTHIK R,
Manager, Global Technology Infrastructure, Sutherland

BENEFITS

Softgrid Application Virtualization has a unique ability to virtualize all key components of any Windows application. It transforms desktop administration from a time-consuming process into a simpler, automated process for deploying, patching, updating, and terminating applications, with minimal resources. Additionally, since only the basic image is installed, the servers are kept clean, resulting in optimal performance and lower maintenance.

Softgrid Application Virtualization supports organizational growth by providing an



extremely flexible infrastructure that can adapt immediately to evolving business needs. The company can update an application once and then make the updated application immediately available to all users. As soon as the update is complete, any user requesting the application, gains access to the latest version after the user exits the old version.

Sutherland can also eliminate end-user administrator privileges that were to be given to agents to support ActiveX controls, posing a potential security risk.

"With Softgrid Application Virtualization software, we now have the opportunity to deploy virtualized applications, which will allow us to more quickly and easily roll out new applications. Virtualization also allows us to deploy new applications while keeping the old ones on the desktop."

RAVI SHANKAR,
Senior Systems Engineer, Sutherland

SUMMARY

CHALLENGE: Resolve critical application management challenges and keep cost of operations low.

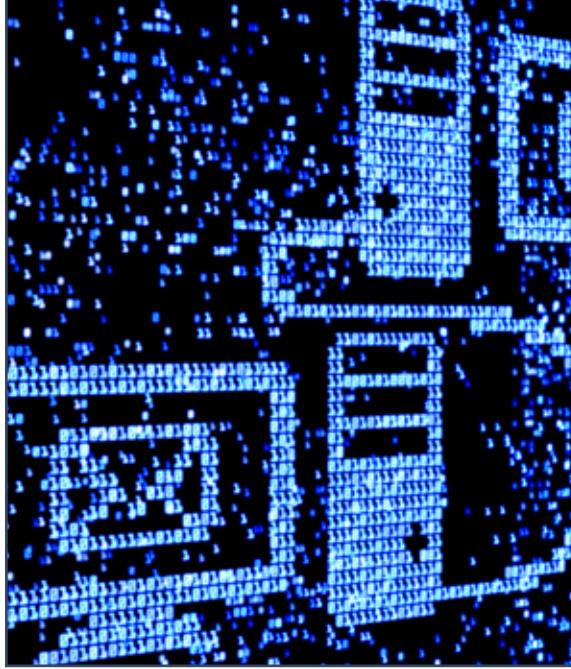
SOLUTION: Sutherland decided to deliver applications virtually using Microsoft Softgrid Application Virtualization, a component of the Microsoft Desktop Optimization Pack.

BENEFITS:

- 96% reduction in desktop imaging time
- Increased desktop utilization
- Improved business agility
- Faster application deployment
- Enhanced security



Wipro Technologies improves business processes with server Virtualization



CHALLENGE

Wipro Technologies wanted to reduce its hardware footprint through server consolidation, reduce Information and Communication Technologies (ICT) operational and maintenance costs, increase systems performance and user productivity, and provide the highest quality services to its internal and external users. The company wanted to evaluate the latest Virtualization technology not only for its own use, but also for its customers.

SOLUTION

Wipro Technologies selected Windows Server 2008 operating system, the Hyper-V technology, and Microsoft System Center Virtual Machine Manager (SCVMM) 2008. Over the course of five months, the company's ICT department conducted tests using four high-end physical servers at its main data center in Bangalore. The company tested installation, network management, virtual machine management, host management, portal, migration, back-up, integration, failover, and monitoring. It also built virtualized versions of Microsoft Exchange Server 2003, Microsoft SQL Server 2005, and Microsoft System Center Operations Manager 2007.

Wipro Technologies' ICT department is now able to view and manage all physical and virtual servers from one console using SCVMM 2008. Physical servers can be converted into virtual servers in minutes using the wizard feature in Hyper-V Manager, which provides a step-by-step set-up guide.

Hyper-V and SCVMM enable ICT staff to virtualize a larger number of physical servers (quickly and reliably). In addition, because Hyper-V and SCVMM are built on Windows, the new systems integrated easily with the company's existing Windows-based infrastructure.

Wipro will use Hyper-V and SCVMM enterprise-wide. The company also plans to provide its external customers with a full range of desktop and server virtualization products and services by adding these products to its portfolio along with Windows Server 2008, Microsoft Visual Studio 2008, and Microsoft SQL Server 2008.

"These technologies optimize space and power use, provides quicker turnaround times for creating new and converting old servers, and enables us to meet our green ICT obligations and targets."

PRASANTA KUMAR PANDA,
Senior ICT Consultant and Virtualization RDP Project Coordinator,
Wipro Technologies

BENEFITS

Through the Rapid Deployment Program (RDP), Wipro Technologies has optimized its IT infrastructure by improving operational efficiency, which has generated significant time and cost savings. The efficient use of power through server consolidation has helped the company meet its own internal green targets.

Hyper-V is cost-effective because it integrates well with the IT infrastructure and requires no extra licenses for high availability. Wipro Technologies expects to accommodate further corporate growth without needing additional physical



servers. They can allocate cost savings from its reduced hardware footprint to the provision of more innovative and competitively priced services for its customers.

Hyper-V requires only one skill set to run both the Virtualization environment and the Windows-based workloads. Task automation through the Windows PowerShell command line interface and scripting language allows Wipro Technologies' IT department to more easily control system administration and accelerate automation.

By reducing its number of physical servers, Wipro Technologies lowered their power consumption, helping them achieve their goal of becoming a greener, more environmentally friendly business.

"Virtualization is the need of the hour and, with most of our infrastructure on Windows platforms, it was natural for us to look for the latest Virtualization technology from Microsoft."

PRASANTA KUMAR PANDA,
Senior ICT Consultant and Virtualization RDP Project Coordinator,
Wipro Technologies

Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: Need for a robust Virtualization solution to reduce hardware footprint, reduce ICT costs, and increase systems performance and user productivity.

SOLUTION: Wipro selected Windows Server 2008 Enterprise, Hyper-V, and Microsoft System Center Virtual Machine Manager 2008. The company virtualized 400 of its physical servers and optimized space and power use, helping it stay ahead of its competition.

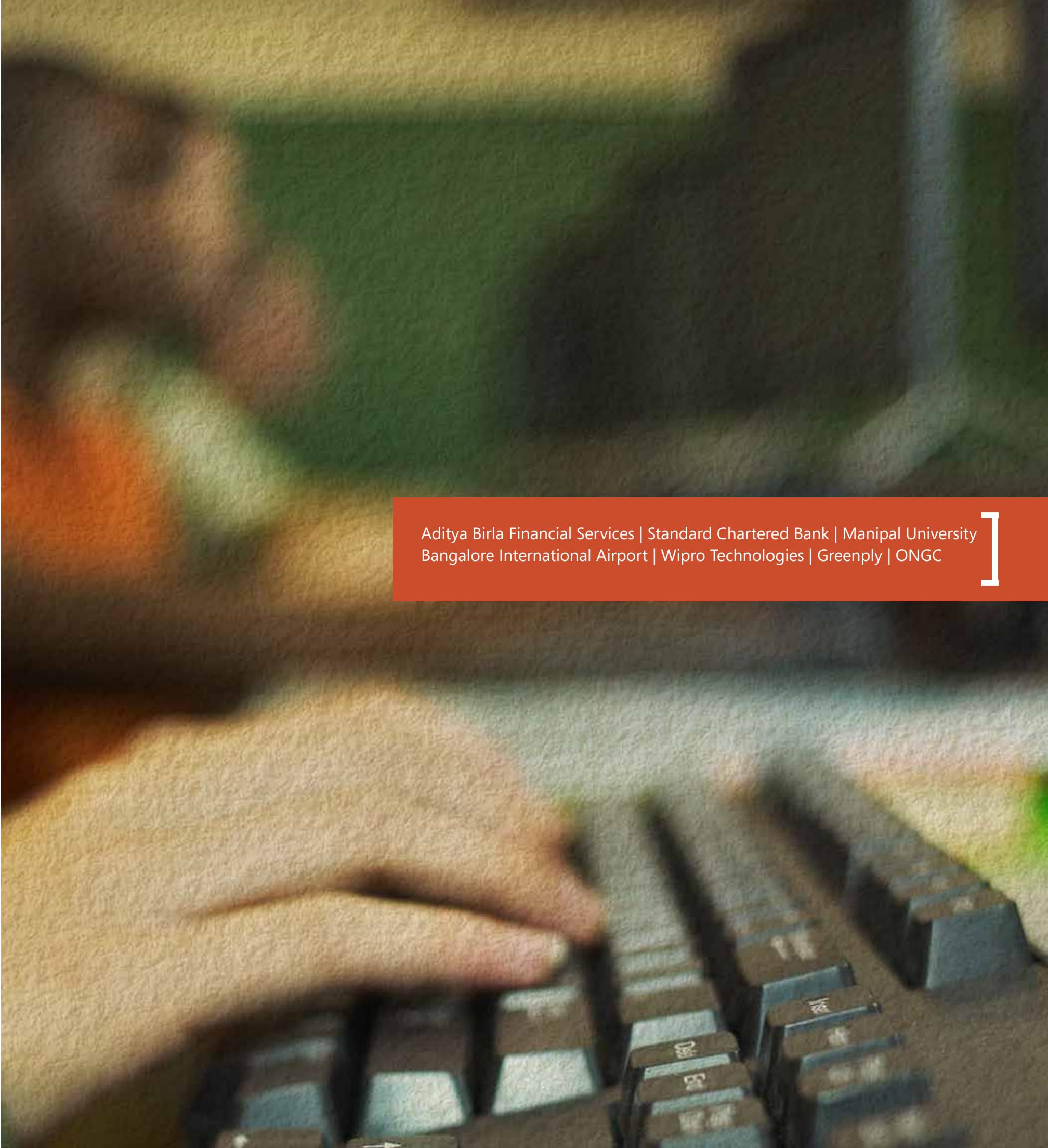
BENEFITS:

- Reducing operational costs
- Creating room to grow
- Providing better service
- Simplifying data center management
- Reducing power consumption



DESKTOP OPTIMIZATION

The operating system that your employees are using, their browser, user settings, rights management... all of these are factors that eventually determine performance, productivity and security of the organization's IT infrastructure. Read more about the seven companies opting for our Desktop Optimization solutions.



Aditya Birla Financial Services | Standard Chartered Bank | Manipal University
Bangalore International Airport | Wipro Technologies | Greenply | ONGC



Aditya Birla Financial Services enriches user experience by upgrading to the latest technology

CHALLENGE

Aditya Birla Money Limited (ABML) a company under Aditya Birla Financial Services Group (ABFSG), is using Dartstock - a robust and scalable Market Data Distribution System. Built and owned by DARTS India, Dartstock Market Tracker application is designed for the customers of the broking house. It is a state-of-the art software platform for delivering stock market information in real-time along with tools essential for decision making.

With the stock market in India expected to reach new heights in terms of transaction volume in the near future, state of the art real-time market data delivery onto investors / traders desktop is a top priority. Thus, to lay the foundation for future growth, ABML decided to judiciously invest in the latest technology.

SOLUTION

To address better audience reach and stickiness to the product, ABML also decided to adopt the Windows 7 operating system. The company wanted to derive the benefits of the new operating system and therefore started contemplating on rolling it out in due course.

The initiative will bring out sophistication in terms of the way consumers view the market data on their desktop. Once deployed, this new-age client would be the first of its kind, to hit the market on a Microsoft platform with innovation in the area of user experience. It will provide real-time market data with enhanced user interaction elements. It is expected to motivate consumers in leveraging the tools that the software incorporates enabled by Windows Presentation Foundation (WPF).

One of the highlights of the newly released Windows 7 version of Dartstock is to proactively push time-critical information to users. For example, the Hotbar grabs the attention of users to scrips that are moving the market like scrips that have hit circuit breakers, or have breached resistance and support levels or have only buyers or only sellers.

"These improvements will help save a significant amount of time and improve speed. In combination, these features will facilitate a more efficient workflow, helping users streamline activities and accomplish more in less time. As a result, we are contemplating on migrating to the new operating system."

RAVISHANKAR GOPALAN,
COO, ABML

BENEFITS

With the upgrade to Windows 7, ABFSG hopes to benefit from improved system performance and user experience, simplified IT management, and enhanced IT security. Windows 7 targets the basics that can impact the speed, reliability, and usability of the PC. It starts up, shuts down, resumes from standby, and responds faster, and users experience fewer interruptions because the platform is stable and more reliable.

ABFSG expects to improve its security



capabilities and its ability to offer streamlined mobility with Windows 7.

With Windows 7 Advanced Backup and Restore, users will not have to worry about losing their files when unexpected power interruptions occur. Additionally, the Encrypting File System will keep documents safe from harmful malware or other suspicious software that could expose or otherwise compromise privileged information.

The Taskbar personalization enhancements will allow users to quickly and easily find commonly and recently used files and applications. Users would be able to simply right-click on Jump Lists to see snapshots of their most recently accessed files, and can drag and drop files to the taskbar for fast, easy access using Taskbar Pinning.

"We are impressed with the performance and usability improvements in Windows 7. The user experience is absolutely great."

G V GOPALAKRISHNAN,
Chief Operations and Technology Officer, ABFSG

Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: To stand out in the market, Aditya Birla Money Limited wanted an IT environment that was faster, more intuitive and one that would give its customers an enhanced user experience.

SOLUTION: After having evaluated the features and capabilities of Windows 7 operating system and its likely rapid adoption in the market place, ABML decided to port one of their customer facing partner solutions to Windows 7 environment.

BENEFITS:

- Enriches user experience
- Safeguards security
- Provides greater flexibility for users



Standard Chartered Bank improves productivity by 60% by reducing manual interventions and enabling centralized update process



CHALLENGE

Currently, encrypted e-mail is the main mechanism for transfer of transaction data between the service providers and Standard Chartered Bank (SCB). In this case, maintenance and management of database on the offline system at service provider's end becomes a complex process. Also, users in the processing hubs have to wait for the arrival of transaction files from the service provider (as an EoD process) rather than take it online.

There was a need to develop an optimized solution which could increase the productivity with online data availability at the data capturing stage itself. SCB was very keen to develop a solution that would facilitate check collection data management and enable centralized server updation process.

SOLUTION

SCB's key business objective was to circumvent the existing limitations and identify a solution that could provide online data and reduce manual interventions. It identified that Mindgate Solutions Private Limited, a core

consulting and IT services company, had the capabilities and good understanding for delivering such solutions.

Mindgate proposed a smart client-based solution on Windows 7 platform for the service provider premises, which supports offline data entry and synchronizes with the SCB server whenever synchronization process is initiated.

Built on a centralized platform, the solution allows service providers to login to the remote server and perform data entry operations. Apart from the consolidated file generation for the location, it is smart enough to provide various MIS required. This helps in doing data analysis and taking quick decisions as required.

"We wanted to take advantage of new features in Windows 7 from the smart client perspective and leverage Windows Presentation Foundation (WPF). We are targeting a 60% increase in productivity."

GUHAN,
Software Architect, Mindgate Solutions

BENEFITS

SCB is expecting significant user productivity gains of nearly 60% from this solution. The simple, intuitive interface with new Aero Enhancements enables users to instantly arrange windows side-by-side, making it easier to compare data files, and copy and paste information between documents.



The availability of the new system eliminates the multiple systems that are utilized at the service provider's premises, reduces manual intervention process, organizes data, facilitates various report generation about transaction status, and benefits in performing data entry and seamlessly transfer of master data from the bank to service providers.

"The solution is providing us speed, which will increase our processing efficiency. It gives us a competitive edge."

ZUZAR TINWALLA,
Head Trade, Cash & CSG, India, Standard Chartered Bank

SUMMARY

CHALLENGE: Standard Chartered wanted to develop an optimized solution which could increase the productivity with online data availability at the data capturing stage itself.

SOLUTION: SCB opted for a smart client based solution on Windows 7 platform for the service provider premises, which supported offline data entry and synchronizes with the SCB server whenever synchronization process is initiated.

BENEFITS:

- Increases productivity by 60%
- Improves user experience
- Simplifies everyday tasks



Manipal University upgrades browser to optimize security and application management



CHALLENGE

The university wanted to increase security for its web browser-based line-of-business (LoB) applications and improve application management as part of its application platform optimization. Security was important, especially since the university had begun to move its LoB applications from desktop applications and Rich Internet Applications (RIAs) to browser-based web applications. Many vital functions would have to rely on a secure web browser, such as the financial transactions and commodities management performed in PeopleSoft.

SOLUTION

Because application standardization is part of APO, Manipal University chose Windows Internet Explorer 7 as their Internet browser, for the browser's security features, ease of deployment, productivity support, and how it fit with the university's operating environment made up primarily of Microsoft products.

To prepare for the deployment, the university used the Windows Application Compatibility Toolkit 5.0 (ACT 5.0) and tested its LoB applications to ensure that they would work well with Internet Explorer 7. It found no compatibility issues.

A desktop deployment specialist at Microsoft Services helped the university upgrade their laptop computers to Windows Vista Enterprise through Desktop Deployment Planning Services (DDPS). Some faculty and staff upgraded their Windows XP-based desktop computers to Internet Explorer 7 through Windows Software Update Services (WSUS), and some got it through the Windows Update website.

Currently, Internet Explorer 7 is deployed for all 2,500 faculty, and for about 6,500 students. Windows Vista was earlier deployed only for 3,000 student laptops, but now runs on around 6,500 student laptops.

"Internet Explorer is a critical factor for us, and soon not only our HR and finance applications but our hospital lab reports, X-rays, and vital information systems will be Internet Explorer-based."

SATHISH KAMATH,
Senior IT Manager, Manipal University

BENEFITS

By deploying Internet Explorer 7, Manipal University enhanced the security of its browser-based LoB applications and expects fewer help desk calls as a result. Manipal optimized user productivity by using features such as tabbed browsing and better print options. The deployment and management features reduce user support and application management for IT staff.

The university found Internet Explorer 7 very easy to deploy. Additionally, for those laptops that were loaded with Windows



Vista, the team completed preliminary deployment for close to 2,500 laptops in less than a week, thanks to the use of Desktop Deployment Planning Services (DDPS).

The university has found Internet Explorer 7 to be more reliable than Internet Explorer 6 and is experiencing enhanced security with its browser-based LOB applications too. The university has had less number of help desk calls, and expects even fewer once the hospital systems are migrated.

"We chose Internet Explorer 7 not just because we planned to move to Windows Vista and Microsoft System Center products, but because it can help us manage Internet and LOB application access remotely and securely. It can provide us with a centralized location from which we can distribute security updates. We also felt that we would get a better experience with Internet Explorer 7; better support and better application management."

SATHISH KAMATH,
Senior IT Manager, Manipal University

SUMMARY

CHALLENGE: Move LOB applications to a browser-based format and strengthen security while simplifying application management and improving productivity.

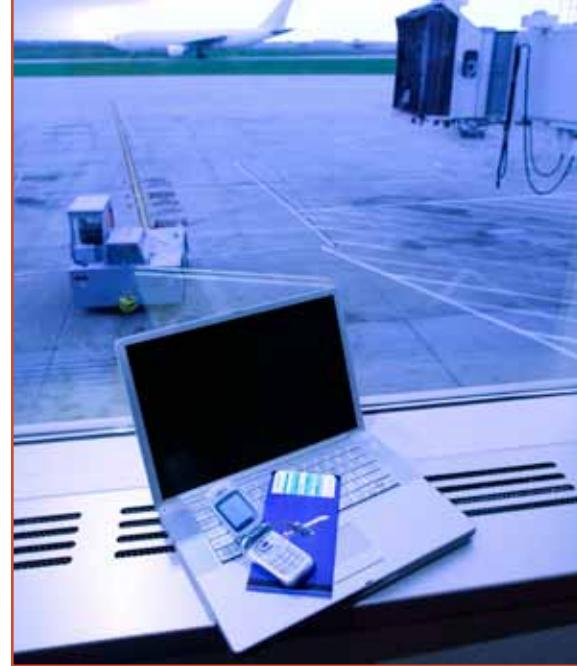
SOLUTION: Manipal University upgraded to Windows Internet Explorer 7 Internet browser to take advantage of its security and productivity features.

BENEFITS:

- Fewer help desk calls
- Improved productivity
- Better security for line-of-business applications
- Easier software updates
- Better manageability



Bangalore International Airport Limited tightens security, reduces costs with new operating system



CHALLENGE

Bangalore International Airport Limited (BIAL) is committed to establishing the new Bengaluru International Airport as India's leading airport in terms of quality and efficiency while setting a benchmark for the future commercial development of Indian airports. BIAL has approximately 500 PCs (desktops and laptops), which run the Windows XP operating system. The company had run the Window XP operating system for a long time but realized that it needed to upgrade the operating system to maintain support from Microsoft and take advantage of the latest Microsoft innovations. Apart from simplifying its computer environment, BIAL also wanted stronger operating system security features to keep its computers safe and a mechanism to control application usage among employees.

SOLUTION

In May 2009, BIAL learned about the opportunity to become an early adopter of the Windows 7 operating system. When Microsoft made the Windows 7 operating system available, BIAL swiftly deployed the software on 75 computers across its office. Windows 7 simplifies the way you use your PC, and the way your PC connects with the world. As part of its upgrade, BIAL evaluated several Windows 7 features. For enhanced security,

BIAL evaluated and deployed BitLocker drive encryption to safeguard data on hard drives, while using BitLocker To Go to encrypt removable drives, without having to use and manage third-party encryption software. Also, with AppLocker, administrators can control the software that runs on the corporate network, ensuring that only authorized applications are accessed or installed.

BIAL has deployed Windows Server 2008 R2 operating system in its server environment and can now take advantage of the DirectAccess feature in Windows 7. With DirectAccess, users will be able to connect to the corporate network while on the move, without having to rely on a VPN, and the IT department will be able to monitor and manage computers that are remotely connected to the Internet. BIAL also took advantage of new deployment efficiencies in Windows 7, which enables the IT staff to leave data on a computer while the operating system is being upgraded to Windows 7.

"We have ultimately saved 25% of our costs as compared to procuring of third party encryption and VPN software."

S. FRANCIS RAJAN,
Head ICT, Bangalore International Airport

BENEFITS

As a result of using Windows 7, BIAL has benefited from faster deployment times, enhanced IT security, reduced IT management work, and increased employee productivity.

Enhanced security is implemented with full-volume drive encryption to help protect intellectual property and sensitive, customer-related data in the event of a lost or stolen computer. BIAL can extend encryption to its removable storage devices, such as USB thumb drives too.



Reduced costs by 25% with features such as DirectAccess, and BitLocker that reduce costs and deliver tangible value to its customers.

Increased employee productivity as a result of features such as federated search functionality improved screen management capabilities, jump lists, and ability to control their own settings.

"Overall, we found that Windows 7 increases convenience. Our colleagues experienced better system performance and responsiveness with Windows 7, helping to increase productivity by 10%."

MARCEL HUNGERBUEHLER,
CEO, Bangalore International Airport

SUMMARY

CHALLENGE: Simplify IT environment to improve IT management, security and user experience.

SOLUTION: BIAL decided to upgrade its computers to the Windows 7 operating system in order to ease management and tighten security.

BENEFITS:

- Enhanced security with full-volume and removable drive encryption
- Saved 25% of costs on 3rd party encryption/VPN software
- Increased employee productivity by 10%



Wipro ups productivity, tightens security, trims management work with new software



CHALLENGE

With approximately 60,000 desktop computers all over the world, Wipro is always looking for more efficient ways to deploy, manage, and secure these assets for increasing user productivity. The company had long run the Windows XP operating system on all its client computers but realized that it needed to update the operating system software to maintain support from Microsoft and take advantage of the latest Microsoft innovations. Mobile employees were having trouble accessing corporate information from portable computers, troubleshooting computer problems took a great deal of time, and the IT staff worried that Wipro had insufficient protection from malicious software and web sites, and too little control over data transported on portable storage devices.

SOLUTION

When Microsoft made the Windows 7 Beta operating system available, Wipro quickly deployed the software to 200 computers across a variety of departments in both India and the United States. Wipro Infotech, a Wipro subsidiary, used the Windows Easy Transfer feature in Windows 7 to smoothly transfer files, user profiles, and settings from Windows XP-based computers to Windows 7.

Early users of Windows 7 have found the user interface design to be much improved and easier to use. Logging on to the corporate network from remote locations is much faster thanks to VPN Reconnect. Wipro employees also use the Windows Search feature in Windows 7 to quickly locate information on their computer. If users need help, the support staff can use the Problem Steps Recorder feature in Windows 7 to help users record the sequence of steps.

The Wipro desktop management staff can now more easily manage desktop images and can automate repetitive and complex tasks better, using the Windows PowerShell 2.0 command-line interface. Using Group Policy, IT staff can better control the security of its far-flung computer fleet. It uses the DirectAccess feature in Windows 7 to apply security updates to remote systems, whether or not they are connected to the network.

"Overall, we expect IT staff efficiency gains of at least 20% due to Windows 7."

LAXMAN K. BADIGA,
CIO, Wipro Limited

BENEFITS

By migrating to Windows 7, Wipro anticipates increase in user productivity, large reductions in desktop management time, and tighter computer and network security.

User productivity improves with the migration. For example, a department manager recently needed to locate an e-mail attachment that contained information on important research institutes. Previously, this task would have taken hours of searching through his e-mail inbox. With Windows 7, he simply entered the word 'institute', and

Windows 7 retrieved the needed e-mail in seconds.

The Windows Easy Transfer feature will help Wipro IT staff deploy Windows 7 broadly without creating a huge time drain.

DirectAccess will aid efforts to keep all systems current and better protected. AppLocker can block unauthorized downloads, and BitLocker To Go can better secure its portable drives. Plus, with the enhanced security built into Windows 7, Wipro will eliminate the cost of licensing third-party encryption tools.

SUMMARY

CHALLENGE: Improve desktop productivity and security and reduce IT management work.

SOLUTION: Wipro is updating its operating system software to Windows 7.

BENEFITS:

- User productivity gains
- Reduced desktop management work
- Enhanced security

"Even a few minutes a day saved by each employee when multiplied by thousands of employees adds up to huge efficiency gains."

LAXMAN K. BADIGA,
CIO, Wipro Limited



Read more about this case study at www.microsoft.com/india/casestudies



Greenply Industries improves security, saves power, expects to reduce costs by 5 - 15%



CHALLENGE

With six modern production units, over 3,000 employees and exports to more than 50 countries, Greenply Industries Limited became aware of the fact that it has to continuously find means to accelerate its routine practices, expedite processes, and improve time management. Anshul Dureja, Vice President – Information Technology foresaw that if simple processes like booting, resuming and navigation can be sped up by some means, then it could greatly affect the overall efficiency.

SOLUTION

Greenply Industries Limited uses close to 500 computers with Windows XP and Windows Vista as the operating system. The company learned about Windows 7 operating system through Microsoft's Technical Solution Specialist and through routine system administrator benefit updates. Straight away the company decided to have a hands-on experience with

the same and go for a proof of concept (POC) on a few desktops/ laptops. The company observed an immediate improvement in speed of certain applications such as SAP, and also used a number of new features of Windows 7.

After the POC, the company rolled out a Voluntary Technology Adoption scheme for users who wanted to use Windows 7 prior to the product deployment. This allowed Greenply Industries Limited to get a number of users' feedback as well as, time to resolve any issues with Microsoft's help, before it went for full deployment. They plan to deploy Windows 7 Enterprise to all their computers and laptops by December 2009.

"The Windows 7 trouble shooting platform could reduce the support cost by 5-10%."

ANSHUL DUREJA,
VP – IT, Greenply Industries Ltd.

BENEFITS

Windows 7 runs efficiently on old hardware and doesn't need expensive upgrades. Also, minimum investment was needed to upgrade software as Greenply has an Enterprise Agreement with Microsoft.

With the help of Windows Server 2008 R2, and the power management features of Windows 7, Greenply will effectively reduce energy usage by at least 10%

With BitLocker and BitLocker to Go, Greenply Industries Limited believes its



security will be greatly enhanced. This is because the company can now better secure everything, from documents to passwords by encrypting the entire drive.

The early adopter employees believe that Windows 7 is much faster than previous versions. In addition, DirectAccess, a new feature has been greatly appreciated by the large mobile workforce.

Tools and features such as BranchCache in Windows 7 have enabled Greenply to improve network capabilities along with security. This is a big plus for a large geographically dispersed organization with multiple branch offices and factories.

"Windows 7 definitely improves power management. It enables laptop battery to last longer. At the same time, it helps us keep to our commitment of going green."

ANSHUL DUREJA,
VP – IT, Greenply Industries Ltd.

SUMMARY

CHALLENGE: Ensure access to latest technology to enhance processes and productivity.

SOLUTION: Greenply Industries Limited has become one of the early adopters of Windows 7 operating system. After the successful pilot testing, the company is planning for full deployment in about 500 computers by the end of year 2009.

BENEFITS:

- Reduces support cost by 5 – 10%
- Enhances power management, decreases power consumption
- Increased security for removable storage devices
- Simplifies daily tasks and improves network accessibility and management



ONGC boosts productivity, enhances security with operating system



CHALLENGE

Oil and Natural Gas Corporation (ONGC) is responsible for 77% of India's crude oil production and 81% of India's natural gas production. ONGC has a complex, heterogeneous IT infrastructure composed of desktop computers running a mix of Windows operating system editions, Microsoft Office programs, and various line-of-business applications. ONGC wanted to standardize its operating system's image in order to simplify IT management and improve IT security. In addition, the company wanted to replace its desktop computers with new portable computers to help improve productivity and employee satisfaction.

SOLUTION

In June, 2007 ONGC began exploring the idea of deploying Windows Vista Business across the organization. With productivity and security paramount, the company exhaustively tested Windows Vista in its IT environment. It evaluated several security features, including the Microsoft Phishing Filter in Windows Internet Explorer 7.0, Windows Defender, and secure

wireless configuration; productivity features, including Instant Search, Windows Sidebar, and simplified networking; and compatibility of its mission-critical business applications before initiating Windows Vista deployment in December, 2007.

In over four months' time, and with the help of Microsoft Services, ONGC issued 18,000 new portable computers from Toshiba, Lenovo, and Hewlett-Packard to employees across all operations of the organization. Each portable computer included Windows Vista, the 2007 Microsoft Office suite, and the Windows Internet Explorer 7 Internet browser. By June, 2008 the company deployed another 2,500 portable computers, for a total of 20,500 new portable computers running Windows Vista.

As part of the deployment process, the company also offered training to its employees to help accelerate acceptance, smoothed the change-management process, and improve overall productivity.

"We expect to see an immediate 5 to 10% increase in productivity."

M. THYAGARAJ,
CIO, ONGC

BENEFITS

The company is taking advantage of several security enhancements, including Windows Defender, to help safeguard sensitive information. In addition, the company plans to deploy Windows BitLocker Drive Encryption—to ensure that even if an employee's computer is lost or stolen, user and system data is still safeguarded against unauthorized access.

ONGC now has a single, hardware-independent operating system image.



By standardizing its operating system, the IT staff at ONGC can now accelerate deployment and will be better equipped to easily manage IT assets.

In addition, the company can now take advantage of Zero Touch Deployment capabilities in Windows Vista.

As a result of implementing Windows Vista and 2007 Microsoft Office suites, ONGC anticipates a rise in employee productivity.

"With Windows Vista, we are able to effectively take inventory of our laptops—capturing hard disk drive, RAM, battery, and other details—and can easily carry out proper maintenance."

M. THYAGARAJ,
CIO, ONGC

SUMMARY

CHALLENGE: Standardizing operating system image to simplify IT management and improve IT security.

SOLUTION: ONGC deployed Windows Vista Business across the organization.

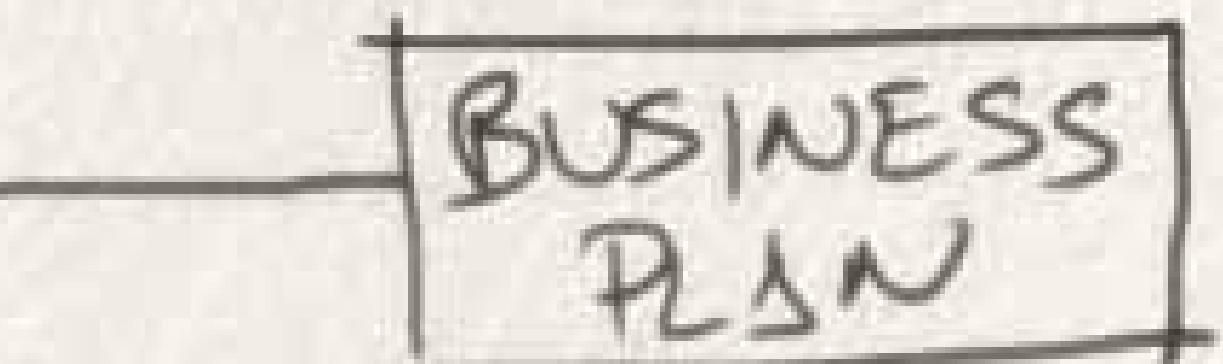
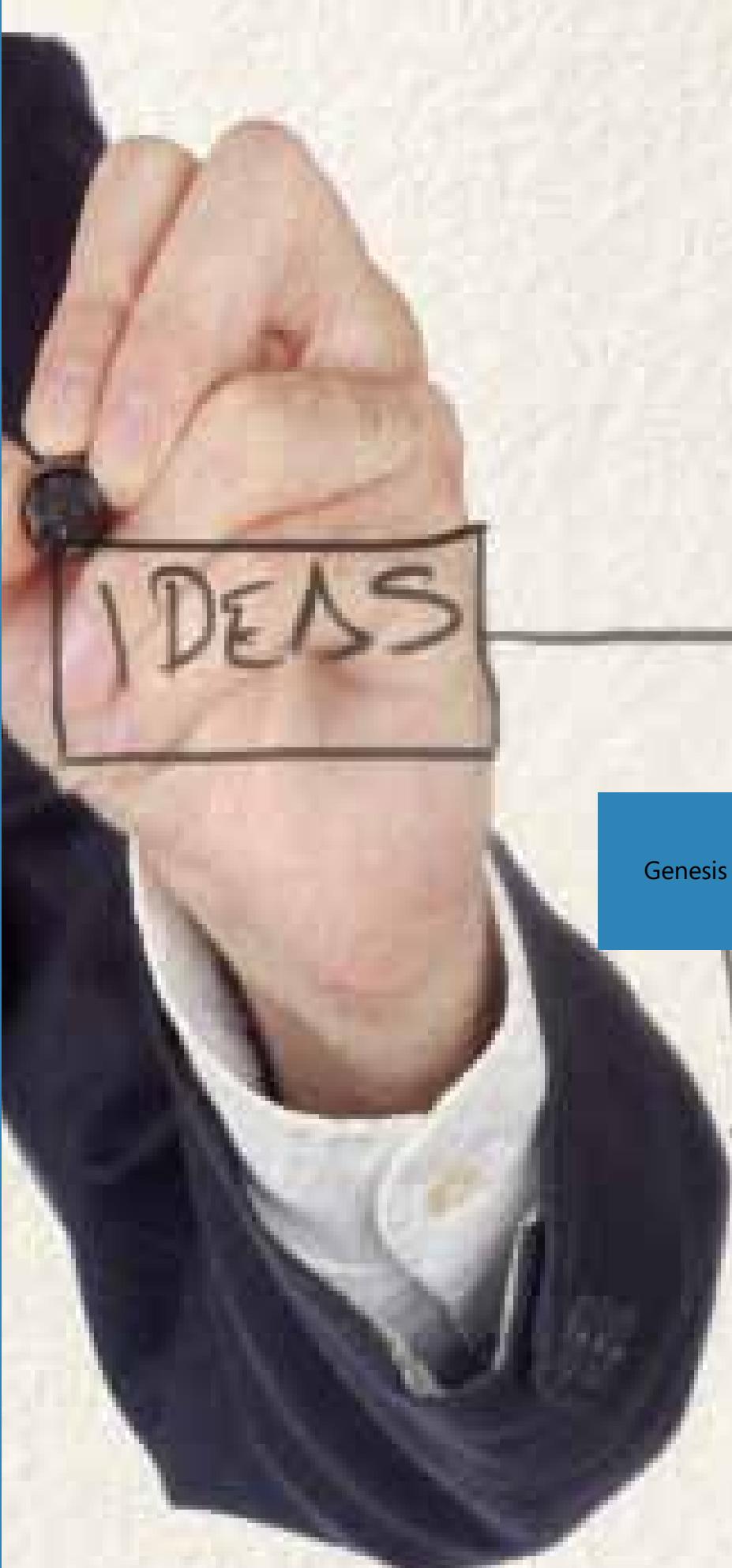
BENEFITS:

- Enhanced security
- Easier IT management
- Increased employee productivity

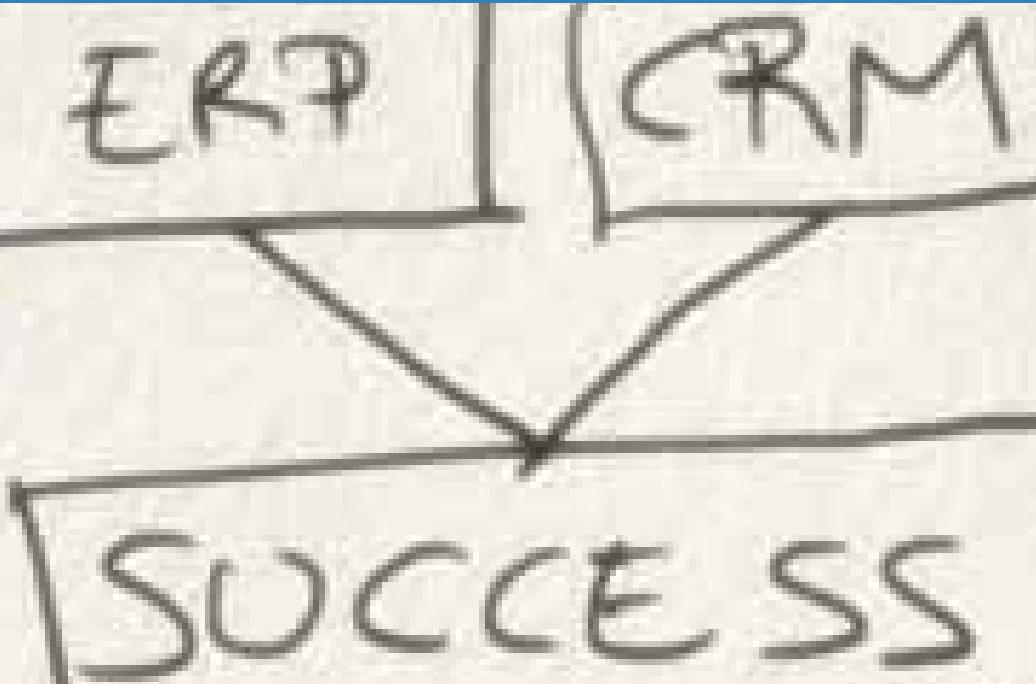


ENTERPRISE RESOURCE PLANNING (ERP)

The key to an efficient organization is an integrated system that connects all the dots and provides alerts and reports on time. With Microsoft ERP solutions, businesses get a solution that is so easy to use that everyone adopts it. Read about the experiences of two companies.



Genesis Colors | MakeMyTrip.com



Genesis Colors finds a cost-effective and easy-to-use MIS in Microsoft Dynamics NAV 4.0



CHALLENGE

Genesis Colors was using FACT, an integrated business accounting software, to manage all its core accounting and financial tasks. This legacy system was however, inept to cope with the job work processes, and control them at the same time to maintain a record.

The system lacked the visibility to real-time information. At the same time, controlling and securing data was another burning issue. The database maintained was not secure and robust, and thus led to many tribulations. Furthermore, sales and distribution was not covered by the existing system and thus another process was required to manage this module which was highly undesirable.

Considering the limitations the company faced with the current system, the management identified the need for a robust, integrated and flexible solution that has excellent reporting capabilities and can easily integrate with the program developed on .NET platform along with the company's others databases of design for management specific reporting prospects (MIS).

SOLUTION

After a detailed analysis of all the technology options available in the market Genesis Colors decided to focus its software development on the Microsoft Dynamics NAV platform, as it was cost-effective and flexible and provided an integrated solution. The modules implemented were Accounts, Finance, Sales and Distribution, Inventory Management, and Payables and Receivables. All the standard features of the ERP system were implemented along with some unique customizations.

The solution was implemented in two phases at the corporate office in Gurgaon, all sales showrooms and warehouses across the country and then job-work locations. The modules implemented were Accounts, Finance, Sales and Distribution, Inventory Management, and Payables and Receivables. Acxiom identified key business processes and customized the solution based on those needs.

"With Microsoft Dynamics NAV, the financial reports can be generated at any time based on the posted transactions. This helps our head office to quickly gauge market conditions and respond to fluctuating business."

SUSHIL TUTEJA,
Senior Manager (IT), Genesis Colors (P) Ltd.

BENEFITS

Microsoft Dynamics is a business management solution that has completely standardized the financial management system. It has been instrumental in driving greater operational efficiency.

It supports increased competitiveness in the industry. Microsoft Dynamics allows integration of reports in Microsoft Excel format and thus cuts the reporting time by at least 30%.



The new business solution integrates all the warehouses, manufacturing units, sales showrooms and offices, and helps the company to have total control and monitor everything from the head office.

Accurate reporting and consistent monitoring has resulted in enhanced productivity by 50%.

"Microsoft Dynamics NAV is a great business management solution. Its strength is its flexibility and ability to adapt. We build on top of the Microsoft Dynamics NAV platform, and made it completely relevant to the needs of our company."

SUSHIL TUTEJA,
Senior Manager (IT), Genesis Colors (P) Ltd.

SUMMARY

CHALLENGE: To find a solution that can record various business processes in a single database and has the capability to generate real-time Management Information System (MIS) reports.

SOLUTION: Genesis Colors decided to focus its software development on the Microsoft Dynamics NAV platform. NAV matched the requirements of being cost-effective, flexible and an integrated solution.

BENEFITS:

- Reporting capabilities enhanced by 30%
- Efficiency enhanced by 30%
- Consolidated financial information
- Inventory planning and control
- Greater control over all factories and outlets
- Increased data security and control
- Cost-effective and easy-to-use solution

Read more about this case study at www.microsoft.com/india/casestudies



MakeMyTrip.com enhances productivity by 15% after switching to an integrated software solution



CHALLENGE

Although an extremely tech savvy and technology driven business from the time of its inception, for MakeMyTrip.com to cope up with the huge surge in business volumes was a challenge. Therefore, MakeMyTrip.com needed to upgrade its IT systems both at the mid and back-end.

Besides, the biggest challenge faced by MakeMyTrip.com was the lack of integration between its various business applications. In addition, given the huge transaction volumes, transaction tracking was also becoming inconvenient. With much of the time spent just on ensuring basic operational checks and balances, key areas of operational efficiency lagged behind.

MakeMyTrip.com management very quickly realized that an efficient business application was going to be the lifeline for an online travel company. Keeping in mind their growing business, the company wanted a new, single integrated business solution that would enable the organization to increase operational efficiencies and streamline business processes.

SOLUTION

The management team at MakeMyTrip.com realized that the company needed a robust,

world class Enterprise Resource Planning (ERP) system, which extended from its back-office to the mid-office, and also tied up its website. An intense evaluation and analysis of various offerings available across the world led MakeMyTrip.com to choose Microsoft Dynamics NAV as its enterprise systems backbone.

The new solution based on Microsoft Dynamics NAV has been customized to meet the bulk of air business, integrate channels, call center, and retail stores. The flexible architecture of Microsoft Dynamics NAV also supports seamless integration with third party applications. The solution is the first of its kind, not just in India, but across the world—the first time ever that an integrated back-office and mid-office business application has ever been developed and deployed on Dynamics NAV. It is used by almost 750 NAV portal users concurrently. The entire travel industry functionality was also provided over a web interface—conquering any platform, architectural or technological limitations perceived.

"With ease of customization, and simplicity of usage, employee productivity has increased by 15% in post sales and fulfilment."

RAJESH MAGOW,
CFO, MakeMyTrip.com

BENEFITS

The new solution provides a flexible business solution, which helps the company to meet their growing business needs and manage complex operations better. The system has been extended to provide mobile access to travelers on the move. E-mail and SMS integrations keep the customers connected with any developments or changes.

The most dramatic improvements since implementing Microsoft Dynamics NAV has been the quality and speed of reporting, providing valuable business intelligence. Not only is the data integrity guaranteed, but the



reporting cycle has also been reduced by 15% as many processes are now automated.

MakeMyTrip.com now has all the numerous reports that Dynamics NAV comes with, effectively integrating the robustness of an ERP with the swiftness of the mid-office system. "With Microsoft Dynamics NAV we were able to successfully customize a fairly complex mid-office solution involving multiple integrations with third party solutions and increase our productivity levels by almost 15%," says Rajesh Magow, CFO, MakeMyTrip.com. Instead of passing consolidated financial entries, MakeMyTrip.com is now able to track individual transactions through Microsoft Dynamics NAV and get transactional level profitability.

"All processes from ticketing to after-sales, back-office and quality control have seen a marked improvement of about 15%."

CHETAN UBEROY,
CTO, MakeMyTrip.com

SUMMARY

CHALLENGE: A new, single integrated business solution that would enable the organization to increase operational efficiencies and streamline business processes.

SOLUTION: Microsoft Dynamics NAV as its ERP system. This solution has been customized to meet the bulk of air business, integrate channels, call center, and retail stores.

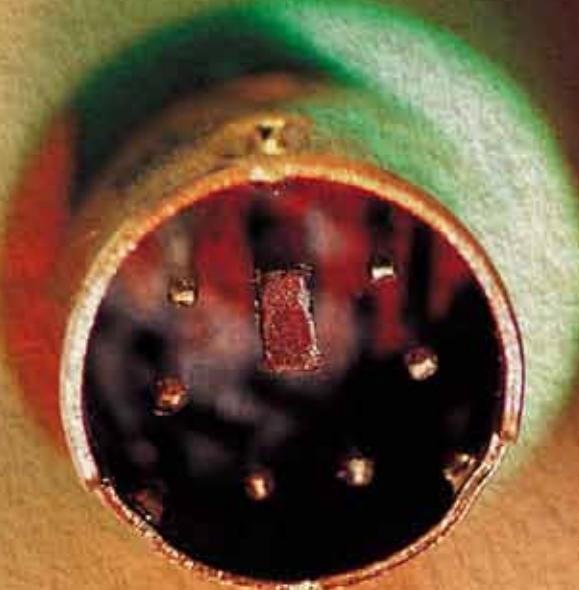
BENEFITS:

- Provides excellent integration
- Reduces reporting cycle time by 15%
- Enhances productivity by 15%
- Increases transaction level monitoring



IT MANAGEMENT

Efficient IT Management practices are critical to ensure business continuity. Planning for back-ups, disaster recovery, security are all aspects that successful IT Managers do well. Especially, if they are using tools that Microsoft provides. Read about six companies that are using IT Management solutions from Microsoft.



Kotak Mahindra Bank | Hindustan Dorr-Oliver | Larsen & Toubro
Voltas | Wipro | Amway Corporation

Kotak Mahindra Bank improves IT management and offers better performance with new technology framework



CHALLENGE

Kotak Mahindra Bank's IT operations were archaic and faced several limitations e.g. every employee required a separate log in ID and password for each application. "On an average, each employee accesses five applications in a day. This meant password management for each application," says Sanjay Gupta, Senior Vice President, Kotak Mahindra Bank.

SOLUTION

Microsoft suggested that Kotak Mahindra Bank create a secure authentication and authorization framework using Microsoft Windows Server 2008 and Microsoft .NET 3.5. "The biggest advantage of the solution is an out-of-the-box framework that enables quick development, standardizes reusable components under a single sign on using Active Directory. This will unburden employees from remembering and managing 15 – 20 passwords," explains Sanjay Gupta.

Microsoft Technology Center set up architecture and design sessions which enabled Kotak Mahindra Bank to understand and standardize on user interface, menus, database connections as well as session management. In addition, the architecture outlined secure access control. Windows Authentication, a part of Active Directory in Windows Server 2008 has been used for not just authorization but also audit trails. The user interface was created in Microsoft .NET Framework 3.5 which includes a broad set of supporting class libraries, including Windows Presentation Foundation (WPF). SQL Server's Reporting Services was used for generating scheduled reports as well as ad hoc reports.

"The biggest advantage of the solution is an out-of-the-box framework that enables quick development and standardizes reusable components. This will unburden employees from remembering and managing 15 – 20 passwords."

SANJAY GUPTA,
Senior VP, Kotak Mahindra Bank

BENEFITS

With this new framework, Kotak Mahindra Bank was able to improve user experience, enhance performance and take faster decisions. "We believe that it will take us 30% of the time to develop the application in Microsoft .NET Framework 3.5 in comparison to J2EE," comments Sanjay Gupta. The Bank will be able to delineate the business logic from the database.

Earlier the user experience was cumbersome. With a single sign on and a user interface similar to 2007 Office Suites, the new interface will be far more intuitive and user-



friendly. With the migration to Microsoft technologies, Kotak Mahindra Bank has been able to leverage 64-bit architecture of the solution to deliver faster, more scalable applications

As a consequence of Reporting Services and 2007 Office System deployment, the company expects to provide timely and accurate reporting to the middle and senior management. "With Open XML as a standard part of Office Excel 2007, we should have reports rendered from multiple sources without losing the layout," explains Sanjay.

The new framework offers advanced security technology, developer support for the latest platforms, improved management and web tools, and flexible Virtualization technology to optimize infrastructure.

"We believe that it will take us 30% of the time to develop the application in Microsoft .NET Framework 3.5 in comparison to J2EE."

SANJAY GUPTA,
Senior VP, Kotak Mahindra Bank



Read more about this case study at www.microsoft.com/india/casestudies

SUMMARY

CHALLENGE: To add a new breed of secure online services for internal and external users and mobile banking management solutions.

SOLUTION: Develop a secure authentication and authorization framework using Microsoft Windows Server 2008 and Microsoft .NET 3.5.

BENEFITS:

- Better, faster development
- Improved user experience
- Enhanced performance
- Enhanced reporting will lead to better decision making

Hindustan Dorr-Oliver opts for software asset management to create a standardized, compliant organization



CHALLENGE

Hindustan Dorr-Oliver (HDO) focuses on engineering solutions, technologies and EPC installations in liquid-solid separation applications. The company had over 500 PCs and 100 laptops using Microsoft Windows operating system with Microsoft Office and an additional eight servers on Windows Server. The company wanted to comply with software licensing agreements. Additionally, it also wanted to implement a transparent process to acquiring software at lower costs.

SOLUTION

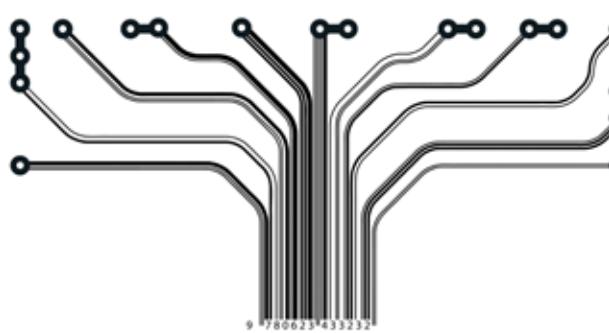
Deloitte, one of the big 4 consulting organizations worldwide, helped HDO to conduct a complete Software Asset Management (SAM) assessment. This includes determining the processes in place to manage software assets and recommend optimization; completing software inventory installed on individual PCs and servers; cross-checking software inventory against documentation; and suggest best strategies and licensing for cost-effective purchase of discrepant licensing.

"There were licenses wasted as it wasn't re-deployed when we retired the hardware. We now have a clear policy for retiring and re-use of licenses."

AJAY KHANVILKAR,
GM – IT, Hindustan Dorr-Oliver

BENEFITS

A key area of concern for the company was to track and verify its software assets. While the company did track licenses in use on an annual basis, with a detailed inventory check, it has a complete and precise account of investments in software, and a ready plan to implement a SAM procedures and policies across the company. The company also now has a clear policy for retiring and re-use of



licenses. As a long-term and strategic view, the company has decided to implement SAM tool which will enable the organization to maintain a dynamic detail of all hardware and software in use across the organization.

"While the initial goal seemed to be to audit our license usage and purchase new licenses, the report enables us to create a roadmap for better software and hardware asset management."

AJAY KHANVILKAR,
GM – IT, Hindustan Dorr-Oliver

SUMMARY

CHALLENGE: The company wanted to comply with software licensing agreements. Additionally, it also wanted to implement a transparent process to acquire software at lower costs.

SOLUTION: The company conducted a complete Software Asset Management exercise to determine the processes in place, get a complete inventory of software and assets and evolve best strategies for licensing.

BENEFITS:

- Verified software assets
- Better understanding of license acquisition and entitlement
- Standardized and compliant inventory



L&T (ECC Division) saves 50% on hardware costs, reduces 90% time spent on maintenance with a shift to the 64-bit database



CHALLENGE

L&T ECC followed a decentralized system wherein operational control was exercised by seven regional centers. Even the technology infrastructure followed a similar model. Each region had its own servers and database systems. Over the years, as the company expanded its operations and the number of concurrent users increased to over 400, a 100% growth, certain performance and technology issues came to the fore.

All the regions had their own server infrastructure for each application module. In this multi-server environment, database administration time increased as updates and other changes had to be applied across servers. This resulted in reduced productivity and higher maintenance costs. Because of the increased load, applications started 'timing out', that is, the data was not getting retrieved. Consequently, L&T ECC employees had to stay back late or use alternative computing resources such as cyber cafes to get the work completed on time.

SOLUTION

The technology team at L&T ECC realized that significant benefits could be derived by moving to the 64-bit architecture, and having a centralized system. At the same time, L&T ECC decided to consolidate the servers centrally. This would reduce maintenance time, enable efficient load balancing, and also allow central management of features such as disaster recovery, increase productivity, and result in time-savings for all employees.

Keeping these considerations in mind, L&T ECC upgraded to Microsoft SQL Server on a 64-bit architecture and moved the servers from the regional centers to the main headquarters. Explains Mr. P. V. Jayaprakash, Head, IT Infrastructure, L&T ECC. "The entire upgrade and change didn't require any effort".

"The time spent on maintenance has reduced by 90% with the upgrade to SQL Server and server consolidation."

P. RENGARAJAN,
Head, Enterprise Information Portal,
L&T ECCD

BENEFITS

Better performance, reduced maintenance time and cost savings were just some of the benefits L&T ECC achieved with the upgrade to SQL Server and the server consolidation.

The 64-bit SQL Server was able to utilize the full capabilities of the existing hardware, thereby resulting in tangible improvements without investing in new hardware. Data was available as and when required, applications didn't 'time out'.

"The time spent on maintenance has reduced by 90% with the upgrade to SQL Server and server consolidation," informs Mr.



P. Rengarajan, Head, Enterprise Information Portal, L&T ECCD. Which means L&T ECC can provide proactive services to its end-users by redeploying IT support personnel in more meaningful and higher value roles.

"Because of the server consolidation, we have been able to lower equipment costs, reduce electrical consumption, and more space in the data center," explains Mr. P. V. Jayaprakash, Head IT Infrastructure, L&T ECCD. "Since deploying SQL Server, we have reduced hardware by 80%, saving more than 50% of our hardware costs," adds Mr. P. Rengarajan, Head, Enterprise Information Portal, L&T ECC.

"Because of the server consolidation, we have been able to lower equipment costs, reduced electrical consumption, and more space in the data center."

P. V. JAYAPRAKASH,
Head, IT Infrastructure, L&T ECC.

SUMMARY

CHALLENGE: L&T ECC followed a decentralized system wherein each region had its own hardware and software configurations. As the company expanded, the need for a more powerful and next-generation technology solution was felt.

SOLUTION: L&T ECC realized that significant benefits could be derived by moving to the 64-bit architecture and migrating to a centralized system. L&T ECC decided to upgrade to Microsoft SQL Server.

BENEFITS:

- Improved performance
- Reduced maintenance
- Refocusing resources
- Server consolidation reduces costs



Voltas saves nearly 10% on licensing costs, and streamlines IT management with Software Asset Management practices



CHALLENGE

At Voltas, IT is an integral support function for its business and revenue. With rapid growth, the company faced significant challenges in its commitment to industry best practices in Software Asset Management (SAM).

Software licenses and deployments were being tracked through a register maintained in a Microsoft Office Excel sheet, a manual process that often created difficulties. Hardware registry was tracked and maintained by SAP and software purchases were controlled through centralized procurement using approved vendors.

It was difficult to track actual deployment as many users worked from project sites. At the end of the projects, these assets were scrapped and the company was not able to reuse the software licenses. Additionally, lack of clarity on licensing policies also resulted in over-licensing of some of the products. New license purchases were driven by assessment of individual projects, without considering the existing inventories and usage thereof.

SOLUTION

Voltas needed help tracking its licenses, maintaining compliance, and strengthening its policies and procedures.

To achieve these, Voltas began to consider a professional (SAM) engagement. Voltas identified the gaps in the current processes and decided to take remedial actions to mitigate risks.

One of the first tasks the company undertook was software inventory. Software assets were properly allocated and de-allocated resulting in optimization of licensing, thereby reducing costs. With a thorough inventory, Voltas was able to see the number of machines, software, licenses, and versions of all software on its network. As part of SAM—the company also undertook capacity planning and optimization of hardware resources; integration with procurement and business continuity and disaster planning. Voltas also identified and streamlined strategic processes throughout the company to control the acquisition and improve the security of its software assets.

"We can plan, budget and manage our software requirements effectively. We will save approximately 10% annually in future software and licensing purchases."

JMOIZ MIYAJIWALA,
EVP (Finance), Voltas

BENEFITS

By implementing a standardized SAM program, Voltas now has complete visibility into its software and license assets. The company has saved money by deploying software in accordance with usage requirements and by identifying areas of over-licensing.

The SAM program provided benefits that support the continued success of the company. The comprehensive view of the company's entire network made possible by SAM, allows Voltas to address any instances of over licensing or under-licensing. The



company is now sure that its licenses are fully up-to-date and that there are no disparities between the software and the licenses.

Through the SAM program, Voltas was able to identify ways to streamline its IT infrastructure with a simplified network. It now has better insight into how to optimize new software purchases for the company, thereby making the most of its investments. Implementing a SAM solution has generated a fully centralized IT inventory for Voltas. Every new purchase is catalogued and updated in the company inventory. This comprehensive knowledge of the company's software and hardware assets helps the IT team to control future software spending, which will allow the company to better manage compliance.

"SAM has greatly improved the efficiency of our IT workflow, increased system reliability, and strengthened security."

SANJIV SRIVASTAVA,
IT Infrastructure Manager, Voltas

SUMMARY

CHALLENGE: Voltas sought to gain more accessible information about its software licensing. It wanted to improve both software licensing compliance and the management of software assets.

SOLUTION: Voltas engaged in a Software Asset Management program to regain control of its IT assets, and improve licensing purchase decisions.

BENEFITS:

- Improve compliance, gains total license visibility
- Streamline IT management, strengthens security
- Improve inventory process
- Saves money

Read more about this case study at www.microsoft.com/india/casestudies



Wipro expects to improve network security, decrease virus-related incidents



CHALLENGE

Wipro is a multifaceted company with locations in North America, Europe, and Asia. With diverse business operations, including IT Services, Product Engineering, and Business Process Outsourcing, the company needs a solution that will allow it to easily manage multiple security and system health policies for its users, which include employees, outside consultants, and customers. Additionally, nearly one-third of the Wipro workforce is mobile, and laptop computers that are out of the office often miss software updates.

SOLUTION

Wipro deployed the Windows Server 2008 Enterprise operating system, with built-in Network Access Protection (NAP), to a test environment in November 2007. A gradual company-wide deployment was expected to begin in the first quarter of 2008 on Intel-based servers.

"Windows Server 2008 Network Access Protection will help Wipro make its network more secure without having to set up complex infrastructure."

JETHINCHANDRAN,
GM, IT Planning and PMO, Wipro

BENEFITS

Wipro expects to gain benefits including:
Improved security with Network Access Protection that enforces compliance with Wipro system health requirements.

The Windows Server 2008 feature helps ensure that the latest antivirus updates are applied to both workstations and roaming laptops before users access the Wipro network.



Wipro IT staff can define multiple health policies with the Network Policy Server, which provides health policy checks and coordinates with the company's Active Directory. No additional infrastructure is required, which saves Wipro money.

Windows Server 2008 helps Wipro optimize its infrastructure because the NAP feature interoperates with third-party software.

"With Softgrid Application Virtualization software, we now have the opportunity to deploy virtualized applications, which will allow us to more quickly and easily roll out new applications. Virtualization also allows us to deploy new applications while keeping the old ones on the desktop."

RAVI SHANKAR,
Senior Systems Engineer, Sutherland

SUMMARY

CHALLENGE: Ensure IT security and system health for Wipro's highly distributed enterprise user base.

SOLUTION: Wipro deployed the Windows Server 2008 Enterprise operating system, with built-in Network Access Protection (NAP) on a trial basis.

BENEFITS:

- Improved security
- Cost-effective solution with no additional infrastructure required
- Flexible foundation that interoperates with third-party software



Amway increases online ordering seven-fold with e-commerce framework combined with convenience of working from home



CHALLENGE

Amway Business Owners (ABOs) usually start working part time with Amway, holding full time jobs elsewhere. Their work requires occasional visits to Amway offices to either place orders, take delivery of goods, or to check the performance of their network of associates where a lot of time is lost. Transactions on phone and via the website had its own shortcomings. Amway India has aggressive growth plans with a revenue target of Rs. 2,500 crore by 2012.

Having grown to over Rs. 1,100 crores in ten years Amway needed to reach out to a wider consumer base and believed that enhanced presence on the Internet would fuel that.

With these requirements in mind, Amway was looking for a solution that would primarily offer the ABOs the convenience of working from the comfort of their home. This solution also had to be scalable to keep pace with the growth of the company.

SOLUTION

Amway decided to revamp its website and implement an e-commerce platform that was robust and scalable. To do that Amway required an experienced and reliable partner to build a strong IT infrastructural foundation.

Amway was convinced that Microsoft Enterprise Services was an ideal fit for building the online solution given Microsoft's expertise in enterprise scenarios. A revamped website and an e-commerce platform built around the Microsoft Commerce Server, Microsoft SQL Server Enterprise and Microsoft BizTalk Servers, would create a virtual office which would offer all the facilities of a physical Amway office. This would allow ABOs to carry out ordering, cross selling, adding new distributors, and evaluating the performance of their line of sponsors.

Amway India's Web portal and E-commerce platform was devised and implemented by Microsoft Enterprise Services division, the company's consulting, technical services and support arm that works with organizations to help them devise and implement a long term technology roadmap based on current and future strategic requirements.

BENEFITS

With the 24x7 solution ABOs have the option of logging in at anytime from anywhere. Besides online ordering, they can also set up profiles with pre-configured instructions. They can also showcase the business to potential prospects and customers online and add distributors online. By eliminating the hassles of traveling to physical Amway offices, ABOs can free up time for prospecting and business development activities



The new easy to use website received 3,954 orders within 28 days of its launch, showing a fivefold increase in numbers and a fourfold increase in value of goods ordered.

Online sales through the new website for October 2008 formed 1.28% of total sales. Online renewals in October 2008 numbered 13,463, with 6,480 ABOs renewing online, 11 times higher than the numbers for September 2008.

For Amway, having a virtual office eliminated the need to set up more physical offices and saved the cost of setting up physical offices everywhere.

SUMMARY

CHALLENGE: Amway was looking for a solution that would primarily offer Amway Business Owners the convenience of working from the comfort of their homes, and help Amway reach out to a wider audience base.

SOLUTION: Amway decided to revamp its website and implemented an e-commerce platform built around the Microsoft Commerce Server, Microsoft SQL Server Enterprise and Microsoft BizTalk Servers, that was robust and scalable.

BENEFITS:

- Better service
- Business development opportunities
- Convenience and ease of use
- Increased productivity
- Increased sales
- Saving in infrastructure costs





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