

# APPLICATION SERVICE MANAGEMENT

## Birlasoft SmartAMS for JD Edwards

Takes traditional AMS to the next level to empower users

### Application Management Services (AMS)

Your competition never rests, your IT organization is always overwhelmed, leaving your margins and staff under constant pressure. Our Application Management Services (AMS) for your Oracle systems offers deep expertise and economies of scale; freeing more dollars, time, and mindshare to innovate with the business and truly deliver value. Let us keep the lights on for you so you can spend your time helping your company keep ahead of the competition!

Birlasoft's Oracle Application Management Services for JD Edwards is a complete, integrated business-driven application management solution that helps you achieve high levels of application performance, availability, agility and control, and reduce the costs of managing JD Edwards applications. Our Application Management Services team helps clients to develop a long-term strategy for their application portfolio, yield intended business value from existing applications and infrastructure, and reduce the cost of their upkeep.

### AMS – The Traditional Way

Traditional approaches to AMS provides a complete solution that covers a broad range of essential JD Edwards application management activities including cost effective leverage of our deep expertise in providing end-to-end support for RUN operations across your organization. Having said that the traditional approach has its limitations, essentially around the following aspects.

#### Unpredictability & Disruption

Traditional approaches to AMS take a reactive incident driven approach with scarce focus on long-term perfective, preventive and pre-emptive measures.

#### Increasing Operational Costs

As per the latest Gartner Key metrics data the cost of "Lights On support" continues to inflate while metrics around quality (defect density) and productivity (Function Points per FTE) also continue to dip.

#### Lack of Business Value

Given that application maintenance and support consume up to 50% of overall IT budgets, most customers see rising operational cost and latent inbuilt expertise of the AMS team as a key opportunity for their AMS vendors to step-up and provide value added services that have a tangible business benefit.

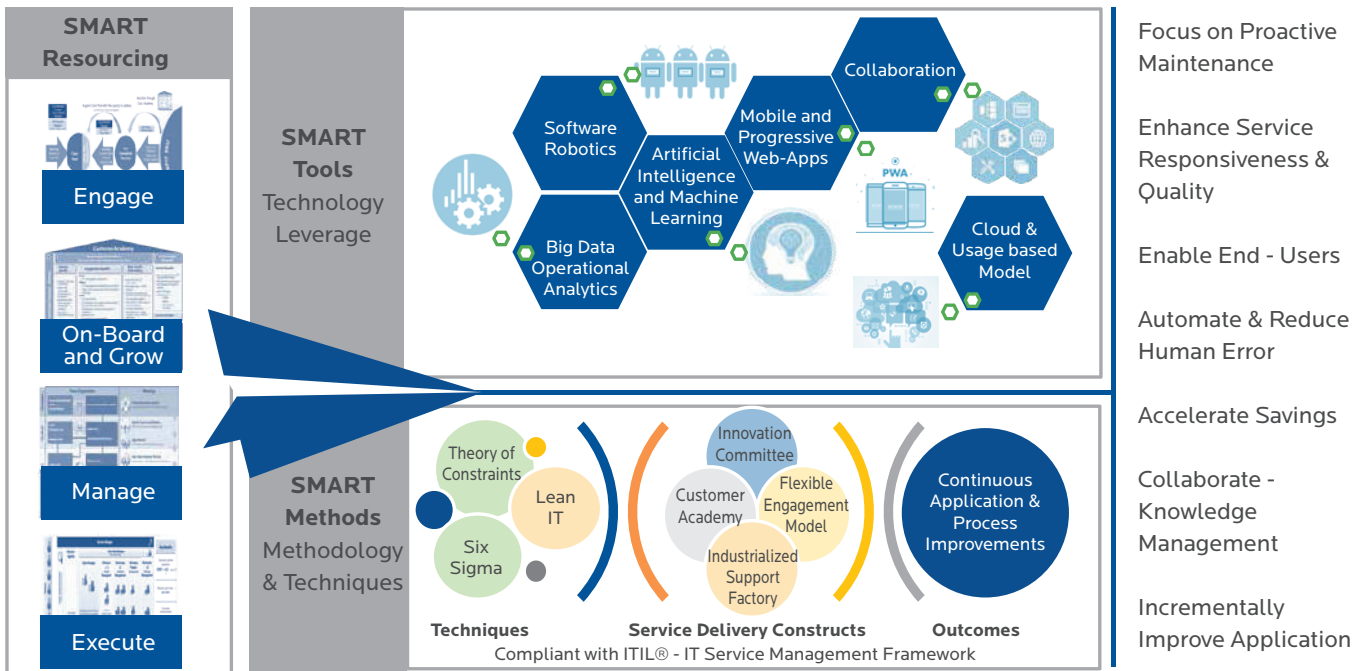
### Birlasoft SmartAMS

To address the shortcomings of traditional approaches to AMS and to embrace our philosophy of a more holistic and proactive approach to AMS, Birlasoft has developed a **SmartAMS** model for JD Edwards that provides differentiated and fully managed AMS services to customers. This is a highly flexible model aimed at taking the traditional AMS to the next level and improve efficiency of the application environment.

**SmartAMS** is a comprehensive set of well-defined end-to-end assets including methodology, accelerators, tools, technologies and organizational constructs that work together to enable us to provide AMS services that are **Proactive, Quality Focused, Predictable, Optimized and Flexible**. The three founding pillars of Birlasoft SmartAMS offerings are – **SmartTools, SmartMethods, and SmartResourcing**.

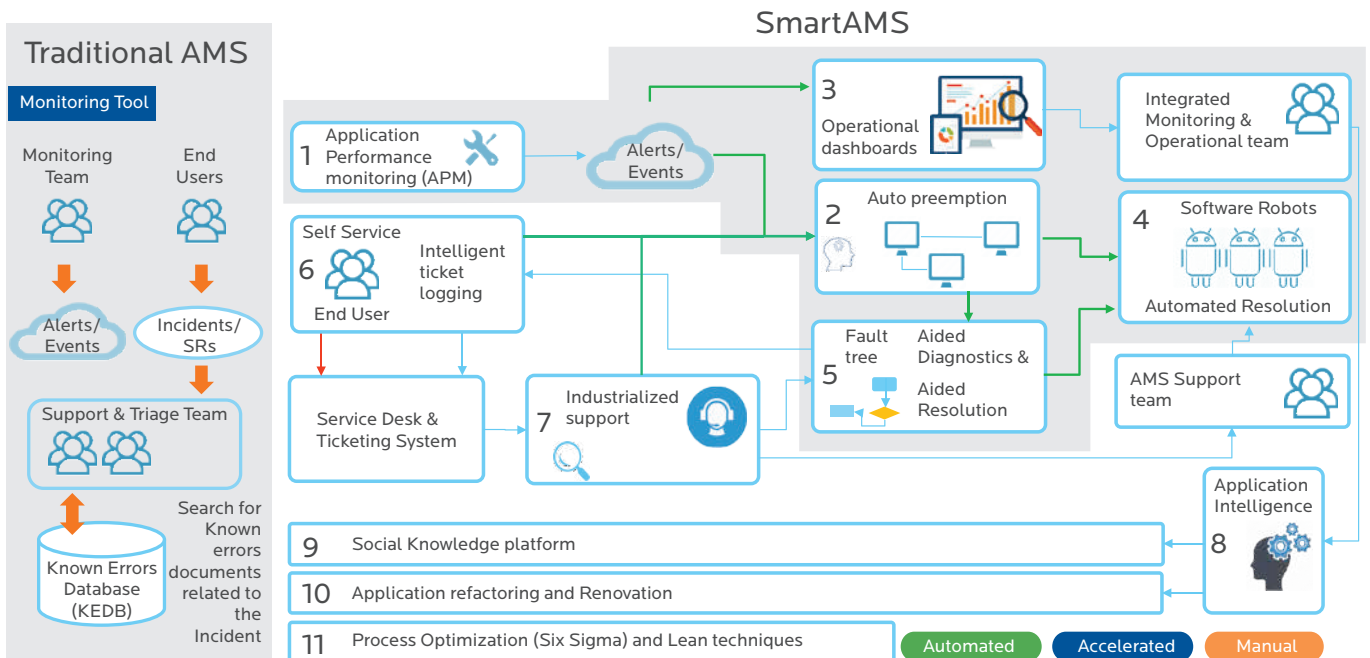
### Key Customer Benefits

- Operational cost reductions of 20% - 35%
- Customer satisfaction with average CSAT scores of > 4.5 out of 5
- Time-to-Market from Transition to Transformation
- Revolutionized IT a strategic platform for Innovation and Transformation



## SmartTools – Technology Leverage

SmartAMS provides a technology platform to effectively leverage the latest evolution in digitally-enabled tools and technologies to realize latent opportunities around automation, proactive issue detection and diagnosis, operational intelligence, aided-diagnostics, social knowledge management and quality.



The **SmartTools** platform provides critical tools for the support teams to shift focus from reactive incident management to more pre-emptive, preventive and perfective maintenance by not just reducing **Mean Time to Resolve (MTR)** but also greatly reduce **Mean Time to Detect (MTD)** and employing error pre-emption even before end-users are impacted. Birlasoft leverages a blend of both market leading tools as well as niche proprietary toolsets to provide a cohesive and comprehensive AMS platform for optimized RUN operations.

# SmartMethods - Methodology & Techniques

Our robust set of proven AMS methodology to provide a proven and accelerated approach for implementing, optimizing and transforming the RUN environment. 'SmartMethods' brings to the fore our proven approach and techniques, which have been honed over time by adopting techniques and best practices from Six Sigma, Theory of Constraints and Lean IT.

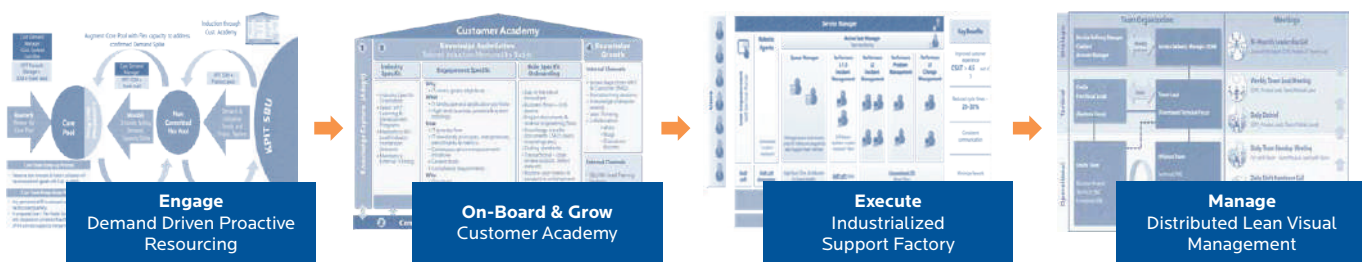


[SmartAMS Journey](#) | [Design Roadmap](#) | [Transition Services & Deploy Nuggets](#) | [SmartAMS Operations](#) | [Innovate & Transformation](#)

The methodology and supporting framework are tightly integrated with Birlasoft's Quality Management System (QMS) to ensure all delivery is consistent with the highest levels of quality as embodies in our quality certifications including ISO 9001:2008 and CMMI Level 5.

## SmartResourcing – People Leverage

People are the backbone for success and one of the key aspect of SmartAMS is its proactive and customer-focused approach to resource management. SmartAMS via its **SmartResourcing feature** provides a well-oiled way to proactively engage capacity in line with forecasted demand. SmartResourcing also provides a customer-specific academy for streamlined onboarding giving new resources a holistic view on how IT systems that they will support will play a key role in orchestrating core business processes that help enable the customers' business.

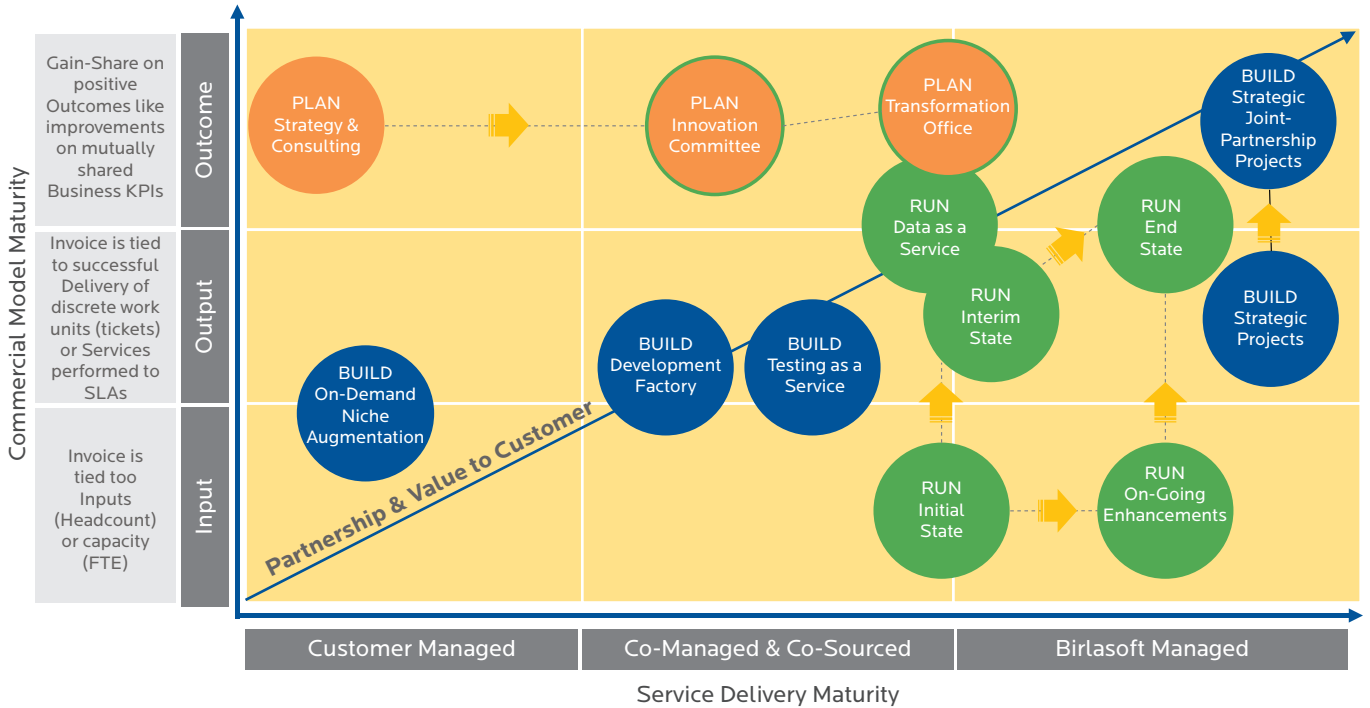


SmartResourcing also deals with internal governance of the distributed team to ensure that offered services are self-managed and self-correcting and fully integrate with our highly industrialized delivery environment.

# Flexible Engagement Model

Birlasoft is willing to explore all options to ensure a win-win situation. Typical engagement models could involve the following options with an ascending order of maturity. Customer-driven Time and Material model where Birlasoft can provide:

- Fully Managed Service with fixed scope and performance based Risk/Reward Model
- Vested outcome-based model over time where Birlasoft can partner with you on an on-going basis for business transformation initiatives



## SmartAMS Partnerships

Key Ongoing Partnership	Customer Journeys	Birlasoft Credentials
NOV, Weatherford, Cummins, COVIDIEN, LAFARGE	<ul style="list-style-type: none"> <li>· \$2 to \$15 Billion, 10 year journey with Weatherford</li> <li>· 700+ team - Strong over a decade old partnership with Cummins</li> <li>· 12 years of performance driven partnership with Lafarge</li> </ul>	<ul style="list-style-type: none"> <li>· 50+ manufacturing companies as long standing clients</li> <li>· Top 10 breakthrough sourcing standouts - ISG global outsourcing index</li> <li>· Fostering operational agility and adaptability for 165+ global manufacturing and E&amp;U corporations</li> </ul>

RESOURCES
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### Enterprise to the Power of Digital™

Birlasoft combines the power of domain, enterprise and digital technologies to reimagine business processes for customers and their ecosystem. Its consultative and design thinking approach makes societies more productive by helping customers run businesses. As part of the multibillion diversified CK Birla Group, Birlasoft with its 10,000 engineers, is committed to continuing our 150 year heritage of building sustainable communities.