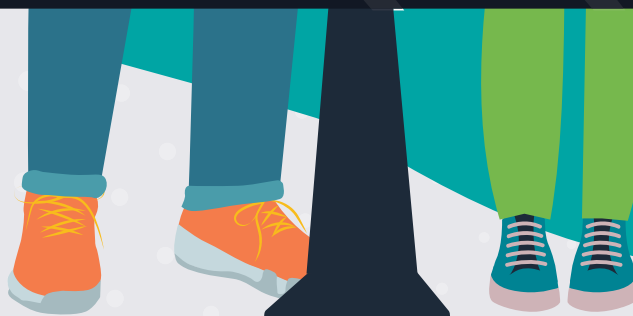


Customer Story - Sintec

Sintec Consulting Embraces Enterprise Service Management





SysAid's speed and accuracy help Sintec sell its business optimization services.

About Sintec

Sintec is a business consulting firm with more than 30 years of experience in Latin America, specializing in strategies, IT, talent, and operations models for companies of all sizes. The company incorporates innovative practices, top talent, and digital technology in all the services it provides. The Sintec head office is in Monterrey, Mexico, with branch offices in Mexico City, Brazil, Colombia, and Chile.

Sintec's clients include leading companies in a variety of industries (e.g., Heineken, Agripac, Oxxo, KOF, and many more). The company has managed over 400 projects in 14 Latin American countries.



Need to change an ‘unsystematic system’

As a business consulting firm, Sintec has established its regional leadership by providing high levels of support, customization, and understanding of their clients. The firm helps its clients transform their operations in a variety of ways, by improving customer service, organizational processes, and technology.

Prior to implementing SysAid, all IT support in Sintec was initiated via email or phone, with no record of the interaction, no auditable trail, and no view of the larger picture. The IT team provided the necessary support, but there was no way to know how long each ticket took to be resolved, if it was resolved on time, and if there were any trending issues that needed addressing.

The ‘unsystematic system’ was becoming increasingly unwieldy and inefficient as Sintec was growing in size and scaling its services accordingly. Improvements were clearly needed, but the first steps were discovering what was actually being done and measuring performance. The insight gained would help managers understand what staff are spending most of their time and effort on, highlighting patterns not obvious in day-to-day activity, and which service level commitments were not being met.

The company identified a need to measure performance in several departments – IT, human resources, marketing, design, administration, and commercial support. Primarily, the focus was on ensuring the highest quality back-office support for Sintec’s own workforce. To improve service management for clients, including all areas of service provided to them (not just IT services), the company created the Sintec Delivery Center, which included Sintec Digital and Technology Strategy areas of business.

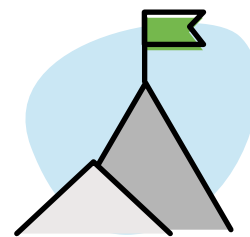


Isaí Quintas
Processes & IT Manager

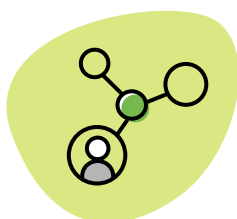
“SysAid provides added value that distinguishes us from the competition.”

Time to use SysAid to its full potential

In addition to its more general uses for ticket management in the IT department and wider performance reporting, SysAid is being used in unique ways across several Sintec departments.



1. The Sintec Delivery Center



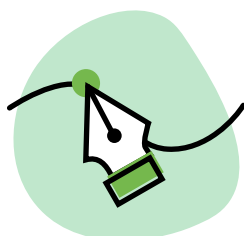
- SysAid is integrated into the new center's services.
- SysAid is used for organizing and tracking maintenance of systems created for clients by Sintec Digital, as part of the services offered by the delivery center.
- Troubleshooting issues and handling incidents as they arise for clients of the Delivery Center, including in their own customer services, is handled through SysAid.

2. The commercial support team

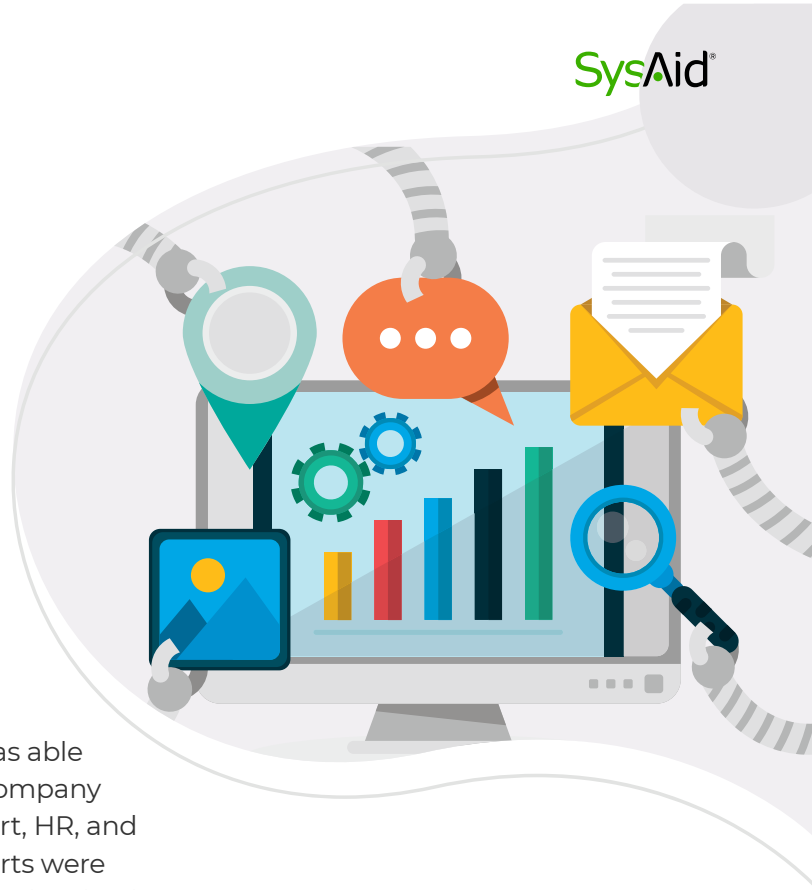


- All requests from the sales teams for support from internal, back-office teams come through SysAid.
- Commercial support services managed and tracked through SysAid include: creating reports; pipeline changes; creating new leads, opportunities and orders; opening projects; sharing strategic information on an account; and more.
- The commercial support team uses SysAid to independently measure their performance.

3. The design team




- Design services for Sintec customers – such as creating business presentations, video content, and the like – are managed and tracked through SysAid.
- Design issues and problems are brought to the team's attention via SysAid.
- The use of SysAid allows the design team to measure their performance.



With the insights evident through SysAid, [redacted] was able to define SLAs for many business areas of the company – administration, marketing, commercial support, HR, and design. To best share the information, new reports were created in SysAid and old reports were redesigned with what Isaí called “a smooth, easy-to-use interface.”

One of the most important SysAid modules Sintec uses is the self-service portal. The IT support team was impressed with the capability to significantly customize it, to add FAQs, and to embed links to in-house or external websites. For the end user, the portal’s look and feel made it intuitive and simple to use.



Isaí Quintas,
IT Manager at Sintec

“The self-service portal has made a great impact. It is one of the best SysAid features and is being used by employees across the organization.”

With SysAid’s service desk automation, the IT support desk is saving significant time in resolving issues due to automated routing. Each submitted ticket is automatically assigned to the most appropriate people to handle it.



The results of enterprise service management

SysAid is being used as a unified enterprise service management platform in Sintec's design, commercial support, and IT departments, as well as expanding into HR and administration. This centralization facilitates consistency and coordination across the business as it scales up to meet the needs of a growing client base.

The speed and accuracy of the ticket routing, services, and support Sintec can offer thanks to SysAid has become a value-add, distinguishing Sintec from their competition. The advantages of the self-service portal, for both customer-facing and internal support, are an integral part of presentations to potential Sintec clients.



SysAid's built-in reporting has helped Sintec identify where to focus attention for systemic improvements. Such insights help guide employee performance coaching, which in turn benefits Sintec's customers with more effective service.

As Isaí said, "SysAid gives us a window into the performance of all the departments across our organization."

All of the above advantages gained by leveraging SysAid align fully with Sintec's broader IT and business strategy.

Taking measured next steps

Having seen increasing success with, and the broad application of, SysAid, Sintec intends to get even more out of the solution going forward. This includes:

- Using workflow modules for handling service and asset management.
- In-depth, detailed reporting for the Sintec Delivery Center.
- Evaluating business intelligence and analytics, in order to get greater insight from all of the services – new and old – Sintec offers its clients.



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