



Helped a Partner in the US grow their AppDynamics business – license subscription and services

Highlights

- *DCM has a large practice around providing AppDynamics implementation & managed services*
- *DCM has been executing and managing various flavors of Unix like AIX, HP-Ux, & databases like Oracle and providing helpdesk / servicedesk facilities for more than 20 years.*
- *DCM has 2 NOCs from which they provide support to customers in India, USA, UAE etc.*
- *NOCs capable of supporting Mode 1/Steady State operations and Mode 2/Agile operations, DevOps, Kubernetes etc.*
- *Proven cases of reducing managed service costs.*

The Client:

Our partner is a mid-size company which specializes in acquiring customers for AppDynamics. They were among the first companies which invested in building capabilities around AppDynamics.

With a small team – the implementation team also did presales while the sales team also doubled up for doing pre-sales work when needed.

There was tremendous growth for their business initially. The challenge started when AppDynamics started releasing multiple products with a much quicker frequency and there was a pull in the market.

This led other companies to come in with selling Appdynamics and other similar products and competition for the business became more intense.

Challenges:

1. Mid-size partners of OEMs face some queer challenges when faced with hyper growth. One of the biggest being working capital because banks are skeptical in extending credit.
 2. It's tougher for mid-sized and small partners to be able to acquire and retain the talent for a longer period.
 3. Since working capital is challenge – hiring and training people for long duration without they being productive is a big drain for partners
 4. Hiring experienced professionals from the market is too expensive.
 5. Our partner faced all the above and more – which resulted in the slowing down of their business and the future looked bleak
 6. The partner wanted to create value-adds for customers to get a much higher level of outcome, but the cost of setting up a complete operations center in the US was prohibitive for the partner.
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Suggested Solution:

DCM has a strong practice across the AppDynamics family of products and supports partners in multiple countries. We have 2 NOCs in India from where we support clients remotely on multiple technologies.

We helped the partner initially by providing them with a support team in India which would use AppDynamics and monitor the customer's applications. The team had cross functional people from Networking, Operating Systems, Database, Java etc. this meant that when a problem was identified the root-cause analysis was done and the source of the problem handled. If it was infrastructure related, problems up to L2 level were solved by the team in India, otherwise they were escalated to the customer's experts.

Application related problems were escalated to the customer, after isolating the source of the problem.

Since the NOCs operate 24*7, the customer's problems were handled much quicker and with lesser escalations to L3 level support or OEM support.

The Benefits:

1. Due to the proactive monitoring being provided from India, the end customer was able to reduce support costs by more than 27%
2. An additional product portfolio was added to their business without any investment. This has helped them grow the service business - which is a high margin business - very rapidly.
3. They were saved from the hassle of planning for manpower and capital in advance. They did not have to make any investments on working capital