GENBAND: Transforming the Customer Experience with SAP HANA® Cloud Platform

GENBAND is a global leader in software-based, real-time communications solutions for the world's largest communications service providers, enterprises, software vendors, and systems integrators. To further enhance the customer experience and internal productivity, GENBAND built a "Portal for Everything" using SAP HANA® Cloud Platform and SAP HANA Cloud Portal.

Executive overview

Company
GENBAND Inc.

Headquarters
Frisco, Texas

Industry
Technology

Products and Services
Communications software, including application and client platforms, unified messaging, video conferencing, call controllers, and media and wireless access gateways

Web Site
www.genband.com

Partner
Deloitte Digital
www.deloittedigital.com

BUSINESS TRANSFORMATION

Objectives
- Enhance the customer and partner experiences
- Improve service desk operations to meet and exceed service-level agreements
- Reduce licensing fees and operational costs

Resolution
- Built enterprise "Portal for Everything" using SAP HANA® Cloud Portal, a component of SAP HANA Cloud Platform
- Deployed the SAP® Cloud for Customer solution to provide better functionality and greater insight into customer status and the incident tracking process
- Partnered with Deloitte Digital to implement the enterprise portal

Benefits
- Significantly reduced service desk ticket volume while increasing agent productivity
- Adopted a cloud platform that is robust, flexible, and cost-effective to meet short- and long-term company objectives
- Improved the customer relationship management system, contributing to a better customer experience

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"SAP HANA Cloud Platform produced an immediate ROI within weeks of going live with the service desk portal."

Craig Parker, Senior Director, Cloud Applications and Enterprise Architecture, GENBAND Inc.

25%
Decrease in total cost of ownership

20%
Productivity increase for help-desk agents

8 weeks
To build an integrated portal solution

Aiming to offer best-in-class customer service and support

GENBAND is the provider of choice for real-time communications solutions for many of the world's largest communications companies. The company enables its customers to achieve rapid penetration of growing market segments and introduce differentiating solutions, applications, and services. It works with service providers, enterprises, independent software vendors, systems integrators, and developers in more than 80 countries.

Since being founded in 1999, GENBAND has achieved rapid growth both organically and through strategic acquisitions as well as through aggressive sales and marketing activities. The integration of large, previously separate companies, combined with an ever-broadening solutions and services portfolio,

meant that the company was dealing with a number of disparate operational systems and customer relationship management (CRM) solutions, which could potentially impact customer service and support.

Gaining easy access to the information needed to offer its customers best-in-class service and support was a major priority for GENBAND, as well as enhancing technical help-desk support with advanced technology. The company was also seeking to improve its manual issue-resolution process with more automated tools. Additionally, it was looking for a solution that offered improved analytics and reduced licensing costs.

Building a "Portal for Everything"

GENBAND's vision was to build a "Portal for Everything" that would integrate all relevant applications, information, and processes for customers, employees, and partners. The portal had to have deep connectivity to multiple enterprise applications and the ability to filter information access by user role. Plus, it had to be mobile ready, with a user-friendly interface and an economical, fast-tracked cycle for development over time.

After reviewing many options, GENBAND elected to base its new cloud platform on SAP® solutions. As the core of the portal, SAP HANA® Cloud Platform integrates GENBAND's on-premise and hybrid cloud applications and data sources and provides a user-friendly front end. The company selected the SAP Cloud for Customer solution to replace its existing cloud CRM solution based on its ability to support both sales and operational needs.

The first phase of the project centered on technical support applications to be implemented via the portal. GENBAND built a disciplined ticketing process, enabling efficient ticket management through workflow automation and live reporting on all items. The new system, designed for mobile and desktop environments, enables end users to file support tickets, access FAQs, and chat with support desk staff directly from the portal.

GENBAND engaged Deloitte Digital to collaborate with an SAP Labs location to build the portal. It was built in eight weeks, including two weeks for testing. Once live, the portal required no third-party support. After the launch, GENBAND added its WebRTC services to the service desk for its upcoming release. With tools in SAP HANA Cloud Platform, it was able to integrate real-time communication (RTC) capabilities into the platform in three days.

Boosting productivity immediately with improved data quality

It was clear to GENBAND leadership that the new platform and portal were meeting the company's objectives within weeks of implementation. The eight-week implementation was completed much faster than an equivalent project that used existing software tools. The portal has proved popular, with rapid adoption across the organization and improvement in use of its built-in applications.

The new technical support desk on SAP HANA Cloud Portal has been an instant success, with a 30% drop in the volume of tickets and a 20% increase in help-desk-agent productivity. These success metrics are driven by improved data quality from SAP HANA Cloud Portal and the autorouting features of SAP

Cloud for Customer. The portal allows GENBAND employees to intuitively solve more problems themselves, which has also contributed to improved support productivity. "SAP HANA Cloud Platform has played a major role in helping to transform our customer experience," says Darrin Whitney, GENBAND's chief information officer.

Migrating to SAP Cloud for Customer has enabled GENBAND to realize a substantial reduction in software licensing costs. In addition, the simple user interface of SAP HANA Cloud Portal made it possible for the company to forgo user training, for a savings of approximately US$50,000.

30%
Drop in ticket volume

20%
Productivity increase for help-desk agents

Improved
Data quality

Starting an architectural shift at GENBAND

The move to SAP HANA Cloud Platform and SAP Cloud for Customer, as well as the successful launch of the technical support service desk, has laid the foundation for a broader rollout to the sales and customer-facing service teams in the coming year. GENBAND also plans to expand the functionality of the portal over time with the integration of additional on-premise and cloud applications across the enterprise. Soon, support desk users will be able to collaborate through video conferencing with technical support and share their screens to expedite the incident resolution process. Additionally, GENBAND envisions providing portal users with access to its Microsoft SharePoint document repositories.

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