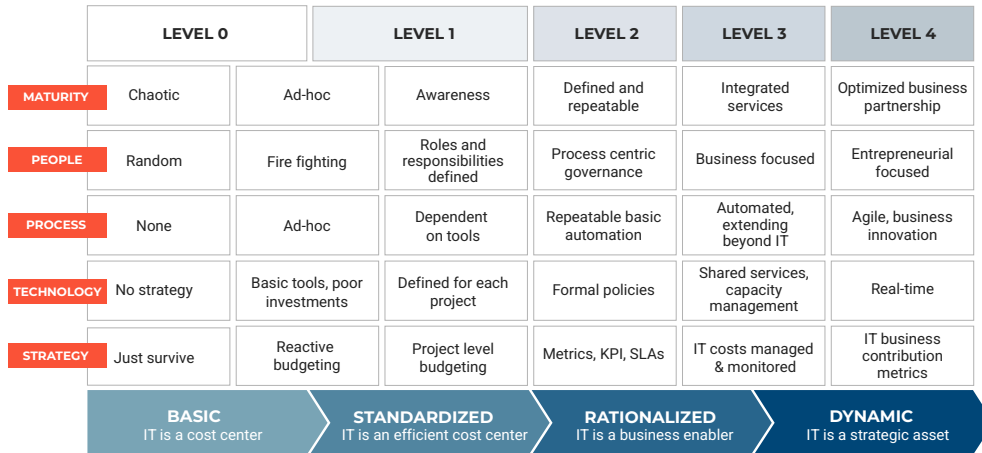


# INNOVATION IN MANAGED SERVICES STRATEGIC ADAPTATION

Synoptek provided a gamut of Global IT and Managed Services, helping a non-profit healthcare organization modernize their environment, enhance employee productivity, improve operational efficiency, and drive increased revenues - all while reducing overall IT expenses.



Synoptek's Capability Maturity model

In addition to our comprehensive set of services, we also offer a unique service delivery platform, called the Synoptek Platform, that provides an overall program delivery and technology operations framework. Any organization can leverage Synoptek Platform's capabilities and stimulate growth, productivity, risk reduction, and cost reduction.

We leveraged our time-tested, proven Capability Maturity Model and Synoptek Platform to assess the client's current IT maturity level and deliver a suite of ITaaS accordingly. Our assessment allowed us to conclude that the customer was at a maturity level of zero; this meant that there was no discernible IT strategy or leadership. Based on this, we developed a solution roadmap that helped the customer standardize and automate processes, improve service levels, and optimize resource utilization by allocating dedicated, shared, and fractional IT resources. We also provided IT Leadership and Management Services to reduce cost and risk and position technology to drive sustained business results.

## OVERVIEW

Prior to engaging with Synoptek, the customer struggled to maintain a stable technology environment. Despite spending over 5% of annual revenue on IT-related expenses, the customer could not advance the technology environment forward. The internal team lacked key skills needed for infrastructure and application management, user support, and overall IT leadership and management. Most of their efforts were focused on modernizing the legacy system.

In addition, slow systems and frequent downtime restricted employees from efficiently performing their jobs, which also resulted in lost revenue opportunities. Since deploying a cloud-based analytics platform was unsuccessful, the customer ended up working with multiple network vendors across 10 locations, which led to exorbitant fees and inefficient management of networks. Employee productivity was extremely low, and there were growing concerns regarding cybersecurity threats that further impeded day-to-day activities.

We provided the customer with the required IT resources, who took on the task of modernizing and optimizing their IT environment and made sure technology was a driver for, and not a limitation of, business growth and success.

### Customer challenges

- "We are struggling to maintain a stable technology environment for our employees."
- "Slow run times and frequent down time hinder employees' ability to perform their jobs."
- "The fees and management of our network is extremely 'ugly' and 'inefficient'."

### ENVISION

#### Strategy and Design

- Service Definition
- Service Portfolio Management
- Demand and Financial Management
- Service Level Design
- Capacity and Availability Management
- Information Security Management
- Program and Project Management

### TRANSFORM

#### Service Enablement

- Change Management
- Asset and Configuration Management
- Knowledge Management
- Release and Deployment Management

### EVOLVE

#### Service Delivery

- Event Management
- Incident Management
- Problem Management
- Request Fulfillment
- Access Management

The Synoptek Platform

Our global delivery team provided 31 resources with knowledge and experience across different technologies and domains. To overcome the many challenges, we provided a gamut of Managed Services via global IT outsourcing, including:



Our bundle of services helped the customer in reducing risk and costs as well as improving the quality and efficiency of IT support. Our plan was based on advancing the customer's technology capabilities and evolving their IT from being a cost center to a business enabler and potential strategic asset.

### BUSINESS IMPACT

Behavioral health, as an industry vertical, is not very competitive and has never had a unique IT model; most organizations work in a collaborative manner and learn from one another. Synoptek saw the need in the marketplace and aims to help change how the vertical, as a whole, uses technology to achieve individual missions and objectives better.

With this project, we developed an innovative industry expertise that is fairly exclusive. We have created a unique IT model that can be applied to any behavioral health organization – with little or no customization. Our IT model will help us increase thought leadership, enhance footprint, and place us in a unique position to drive the behavior health vertical forward via our unique qualifications and expertise.

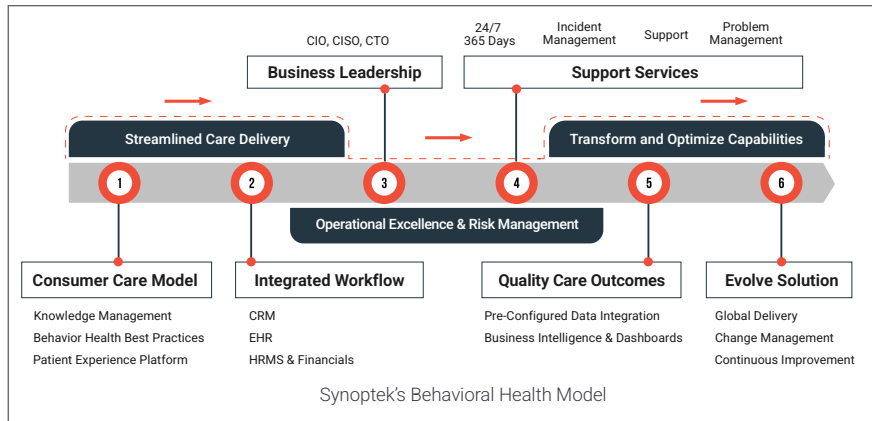
### CUSTOMER IMPACT

**“We were able to dip in and leverage technology expertise that we never would have had an opportunity to have and that really pushed us further along across the board.”**  
 – CIO

Synoptek's Managed Services enabled the customer to enhance the reliability of their IT infrastructure, which led to an increase in employee productivity, better operational efficiency, and enhanced revenue.

With Synoptek's support, the customer has been able to:

1. Increase productivity from improved reliability of the IT infrastructure
2. Improve organizational stability as well as enhance strategic vision
3. Boost technology oversight and streamline project management
4. Increase revenue from IT environment improvements
5. Increase operational efficiency



Total Benefits	Year 1
Increased productivity from improved reliability of environment	\$920,333
Increased revenue due to environment improvements	\$956,250
Increased operational efficiency from leveraging Synoptek shared services	\$641,716
Increased productivity due to deduplication of efforts	\$173,239
<b>Total benefits (risk-adjusted)</b>	<b>\$2,691,538</b>

<b>ROI</b>	<b>188%</b>
<b>Benefits RV</b>	<b>\$9.10M</b>
<b>NPV</b>	<b>\$5.94M</b>

