



CASE
STUDY



IT Management

Pharma company reduces risk of production downtime with co-sourced IT support including dedicated management



Creative ITC



**CLIENT:**

World-class supplier of excipients and support services for major companies in fast-paced pharmaceutical and nutritional markets

“Creative took care of everything and got us a \$8,000 Smart Net credit. That could easily have been missed before and would have just been dead money.”

**CHALLENGE**

Better protect the business against hidden IT support risks, while accurately tracking assets and coverage levels throughout the world

**SOLUTION**

Creative managed service simplifies Cisco Smart Net cover through one global contract with a dedicated asset manager for day-to-day issues and administration

**RESULTS**

Less chance of downtime plus faster issue resolution
Greater control and visibility of IT assets
Significant time and money savings

CHALLENGE

Present in 26 locations, the company leads the way in advanced drug coating systems, modified release technologies and functional excipients for pharmaceutical dosage forms. Success relies on a high-performing global IT infrastructure to give 1,350 staff non-stop access to manufacturing and development systems.

As always, delivering near-100% uptime means balancing investment in emerging technologies with the need to sweat network assets. And the latter demands a simple and transparent approach to

inventory management, something the company struggled with.

“Being a large Cisco house, we had lots of support contracts in various countries, all ending at different times,” explained the company spokesperson. “It was virtually impossible to keep up with every hardware and software change. We’d get into coverage disputes when reporting problems to Cisco TAC. So, a supposed four-hour hardware replacement might take a day or two to resolve, adding unnecessary cost and stress for all parties.”

SOLUTION



Creative swept up all Cisco regional agreements into one global Smart Net support contract with a single co-termination date. A Creative Smart Net asset manager provides an extra dedicated resource who deals with a Cisco counterpart for day-to-day support issues and contract administration.

“Previously, we relied on Cisco Prime for network device reporting and tracking,” added the spokesperson. “Now, with expertise from Creative and the Cisco

Common Service Platform Collector tool, our IT lifecycle management is on a different level in terms of accuracy and control.”

As well as flagging Cisco equipment that may have been incorrectly assigned to the company or has no maintenance cover, the Creative Smart Net asset manager also looks for devices with the wrong level of support attached or that are about to reach end-of-life and end-of-support.

RESULTS



With a more proactive asset management approach, the company is significantly less exposed to downtime from hidden infrastructure support risks. The IT team can guarantee Cisco equipment is always covered and correctly prioritised, ensuring hardware failures are repaired within contracted timeframes.

“Before, we had to raise numerous purchase orders and arrange support directly with local Cisco partners, making Smart Net contract renewals even more painful,” recalled the spokesperson. “Apart from racking up time and costs for our IT team, this also created work for colleagues in procurement and finance. Removing that burden means we can focus on higher-value work.”

The managed service is paying back in other ways. When the company recently considered a wireless technology refresh, the Creative asset manager helped cement the business

case by spotting Smart Net support attached to the old Cisco hardware. “It was incredibly easy,” said the spokesperson. “Creative took care of everything and got us a \$8,000 Smart Net credit. That could easily have been missed before and would have just been dead money.”

Creative has helped improve visibility and control in other areas, such as ensuring the right software licencing – heading off another potential area for disputes with Cisco TAC.

“In the past we’d have to buy year one support through a partner, for example in China, and get burnt when it dropped off after 12 months,” concluded the spokesperson. “Now, we don’t have to keep an eye on equipment at line card or serial number level. We’re totally confident the Creative asset manager will pick it up.”





Support costs are no longer
a barrier to innovation



Hardware issues get resolved
in contracted timeframes

To learn more about Creative
and the solutions featured
in this case study, visit **creative-itc.com**



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