

# Firstsource maximises billable hours and data security



HP Thin Clients help drive productivity and customer confidentiality for global BPO leader

## Industry

Business Process Outsourcing

## Objective

Raise agent productivity, tighten data security and improve flexibility

## Approach

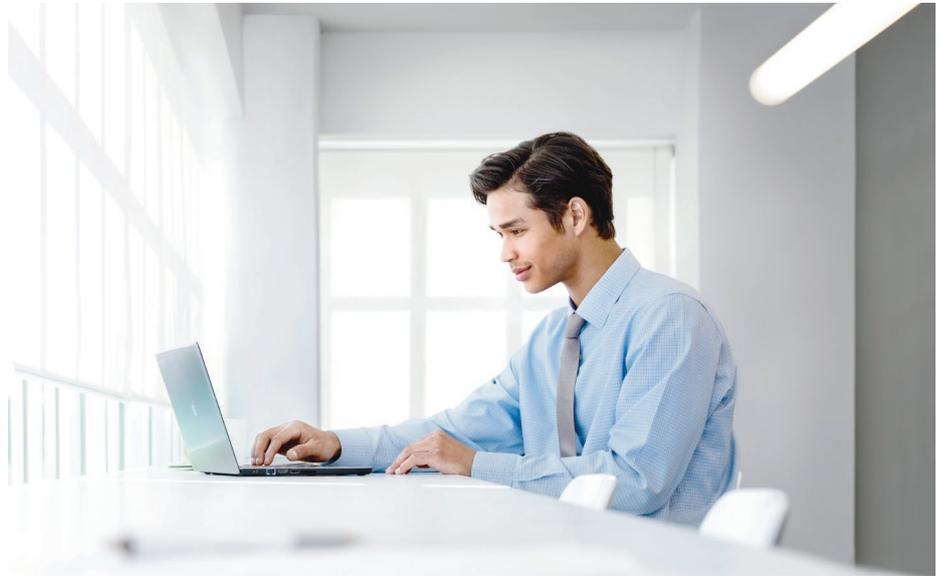
Developed global thin client solution with HP, a long-term supplier

## IT matters

- Standardises global devices, simplifying management through one supplier
- Improves ability to create new teams quickly, with faster deployment of new devices

## Business matters

- Increases agent productivity, enabling more billable hours and lifting corporate revenues
- Tightens data security, with no information kept on the devices, strengthening competitive advantage in BPO market



**“System downtime has a direct impact on revenue. The uptime resilience with HP Thin Clients helps us maximise revenue potential.”**

– Ajit Aloz, SVP Technology, Firstsource



## Meeting the changing needs of BPO market

Firstsource, a leading business process outsourcing (BPO) company, has found that its market is changing. New technology must now support better data security, quicker responses and higher productivity. It has met these needs with a suite of HP Thin Clients which also help contain costs.

## Customer at a glance

### Hardware

- HP t620 Flexible Thin Client Series

## Challenge

### IT as enabler in a changing market

Firstsource is a global leader in business process outsourcing (BPO). The company was founded in 2001 in India and its customers include banks, telecom, healthcare providers and media groups.

“We’re a pure-play BPO specialist, says SVP Technology Ajit Aloy, “but the BPO market is changing. We’re now in a mature market.”

The technology factors now driving the market, he continues, are data security, quality and ability to serve faster. “Cost pressures exist but Firstsource offers a unique model of onshore (near shore) and offshore to service its customers.”

IT is key driver for this transformation. Firstsource is investing heavily in automation and analytics to identify efficiencies in processes (E.g. “Reducing the number and length of calls,” says Aloy.), it is also looking to create consistency and flexibility across global teams. Security, too, is a major concern.

## Solution

### Creating virtualised capabilities

The solution is built around the HP t620 Flexible Series Thin Client. The device delivers a powerful and seamless desktop experience, enhanced security features, and premium client virtualisation.

“Almost every associate, whether dealing with BFSI, healthcare or telecom, is now working off the HP t620,” says Aloy. “We’re standardised on deploying HP thin clients worldwide.”

## Benefits

### Maximising billable hours, minimising security threats

#### *Ease of Deployment*

Standardisation produces a number of benefits, not least management simplicity across 15,000 devices. Aloy only has one supplier to deal with - HP.

However, the significant benefit is felt at the front line. “Operationally, it’s very easy to replace a thin client on the desktop,” Aloy explains. “We can have an agent back up and running within five minutes. Previously we’d have had to build a new machine, with a new CPU, new language. At best this would take 30 minutes.”

“If an agent machine is not working, we’re not making money. With HP Thin Clients we’re maximising revenues.”

#### *Data Security*

The HP Thin Clients also address another fundamental business issue: security. Firstsource has been one of the early movers into desktop virtualisation.

“There is no data sitting on the devices, says Aloy. “An agent can’t write, store or email any sensitive information. That gives us a huge competitive advantage when discussing business with new customers. The HP thin clients are a wonderful blessing.”

Aloy says the adoption of HP Thin Clients goes beyond solving an immediate problem. “HP is a global market leader. We’re the largest customer for HP Thin Clients in India and that gives us great access to the HP team. We are privy to developments of new SKUs and we work with HP to spec new devices for upcoming work. Without doubt, that speed and flexibility helps us address new projects that are in pipeline.”

#### *Future Ready with HP Thin Clients*

Firstsource is increasing the number of home workers, particularly in the US and UK. The local IT team can ship the HP thin clients to the agent’s home; the agent logs in from home and starts work. “Home working is huge and growing,” says Aloy.

Cloud is the next big thing, he continues. “The goal is to maximise our agility. For instance, for retail customers we might like to add 100 seats around a Christmas rush to cope with a surge in orders. Cloud, along with the simplicity of thin clients, makes that a possibility.”

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