EXTERNAL IT EXPERTS: THE KEY TO STREAMLINING AND OPTIMIZING A SCALING ENTERPRISE'S PROCESSES

As a business scales, outsourcing a variety of internal business tasks to various IT experts can allow for a more seamless transition onto a higher platform of business success. Allowing external teams of specialists to manage certain critical workflows for your growing business - while utilizing the existing internal assets of your business - gives you the ability to focus on more strategic tasks that can continue to catapult your business into the future.

One critical process that a company may undergo is with an M&A (Merger & Acquisition) process. We had a retail energy customer that was growing organically while also undertaking an M&A process - acquiring small to mid-sized retail energy companies - in order to scale. They wanted to outsource support tasks while they were growing and while the key leaders and executives of the development team were nearing the case payout phase, in order to focus on the M&A process at hand. Essentially, they were looking for a team or a partner that could take over the process of maintaining and enhancing the existing enterprise applications allowing the leaders to focus on more strategic tasks associated with the scaling business.

The client's executives also realized that the customer enrollment platform was critical. Since there is not a big differentiation between whether you buy electricity from retailer A or B - since the product is the same - the whole experience that a potential customer goes through while selecting a retail energy company is extremely significant. The leaders wanted to make sure that an efficient system was available and performing optimally. Such a system would need to aid in a satisfactory customer experience, and make sure that all of the paperwork is completed, such as contracts exchanged between the customer and the retail energy company. Since utility commissioners are always watching, an effective system needed to be in place that ensured they were following all the rules and processes of the deregulated market.

To that end, the client wanted Cyber Group to take over certain support tasks so that their internal IT department could focus on more strategic plans, such as deciding which companies they wanted to buy, what the migration path might look like, or the company's stand in a new market.

We utilized our time-tested methodology in order to guarantee a positive outcome for our client. First, we take over custom map processes and controls built by the IT teams. With this process, we are

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able to take the customer through that organized process very quickly, within six to eight weeks, and are able to consume over 90% of the support workflows. There are cases with exceptions to that time frame in which we may go back to the client's internal staff for support. But in this case, within three months' time we were able to take over the complete support of that application.

In doing so, there were a myriad of positive results. We improved the capabilities of the system, optimized the reliability of the system, helped to lower overhead and costs, and freed up the client's IT teams to work on other projects.

After we enhanced and leveraged the system, in only two years' time the system that was previously handling 150,000 customers was able to handle more than half a million customers. That was the number one result. The second result was that the customer bought half a dozen or so small to mid-sized companies. Since they wanted to keep the brand names that they purchased, we optimized that system by customizing it into a multi-tenant system. In the end, one enrollment engine was handling half a million customers but operating on five to six different brands.

Additionally, we were able to complete this project with an efficient team, having one person on site and six people offshore. We were so efficient that, within the two years, the customer decided to keep only two people in their IT Department - everybody else in their IT department was a Cyber Group consultant.

Whether your enterprise wants to undertake an M&A endeavor or increase its market share via the optimization of its IT assets, it is very possible for a growing business to become more efficient, and to reduce overhead. The solution might be utilizing the expert skills of outsourced personnel in a way that can radically change the way you do business, all while increasing the bottom line of your company and giving your internal teams more room to grow the enterprise from the inside.