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## **ASI System Integration – Business Case Study**

### ***Leading United States Insurance Company***

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#### **Initiative Focus:**

- **Technology Sourcing**
- **Hardware Maintenance Services**
- **SUN Microsystems and Wintel Solution Specialization**
- **Additional Specialized Consulting and Technology Support**

## Initiative Summary

- Industry:
  - INSURANCE/FINANCIALS
- Geography:
  - United States
- Services Provided:
  - Maintenance and Contract Consolidation Services.
  - Strategic Procurement—Strongly Accountable and Proactive Account Management.
  - Overall IT Cost Containment.
  - Consulting and Integration Services
- Specialized Services Provided:
  - National SUN Microsystems Maintenance—SUN Hardware Service Plans, SUN Spectrum Support (OS and software).
  - Wintel Product Sales: multi-tiered transactions, nationally (servers, desktide equipment, and printing solutions).
  - SUN-branded Specialized Software Sales (e.g. SUN-branded Symantec/Veritas and more).
  - Consolidated Service Level Agreements (SLAs).
  - Data Center Support—Project and Program Management Services.

## Client Profile

The Client is one of the largest life insurance companies in the world. The Client's portfolio of services is vast, including individual life insurance, investment management, real estate brokerage, relocation services, group life, and disability coverage. The Client has approximately 40,000 employees in the United States.

## The ASI & Client Relationship

The Client's Vice President of Technology & Procurement previously held a relationship with both an ASI Account Executive and ASI President. After dissatisfaction with a previous system integrator, the Client had an open vendor slot and afforded ASI an opportunity to get a foot in the door. ASI's mature relationships with strategic OEMs like SUN, HP, IBM and Lenovo, etc, coupled with aggressive pricing models placed ASI on track to eventually become the Client's top provider.

## The Initial Client Need

The Client's initial need was a comprehensive SUN solution, including enterprise hardware, software, and support at a more cost effective price and flexible terms.

## Business Abstract

The Client's infrastructure encompasses a multi-tiered, diversified technology environment, with critical business applications, including e-mail and ERP running on SUN Enterprise Servers. They also rely heavily on technologies provided by HP, IBM, and Lenovo.

ASI was and continues to be in a unique position, being both a certified SUN UNIX and Wintel Technology highest level company. This duality of powerful, in-house SUN and Wintel capabilities, offered with a thorough knowledge of both disciplines delivered in technologically and fiscally scalable fashion is uncommon among IT System Integration companies.

## ASI Wins

### ***National SUN Maintenance Program – An ASI Win!***

ASI's main engagements with the Client continue to be related to the support of SUN Microsystems, national infrastructure support, and enterprise hardware and software sales. ASI offers these solutions to the Client's centralized technology purchasing division with customized pricing and a national reach. . Its pricing of SUN hardware, services, and software solutions affords the Client significant savings from its previous model.

### **The Client decided to utilize ASI's solution because of the following key attributes:**

1. 100% dependable Client account team, which provides readily immediate product provisioning support (a true custom support package for the Client). The Client's knowledge of ASI's account team capabilities came from the 20+ years of specific, documented, and proven experience. Experience that is a mandatory requirement for all ASI team leaders, inside sales support, engineering teams, and management.
2. Real attention to the Client' business trends within the SUN and infrastructure environment. Ability to be agile in the scaling of technology purchases and ability to align special pricing based not just on important offers from SUN, but more importantly, on the client's fiscal purchasing needs.
3. Powerful technology competencies in both the SUN Microsystems and Wintel disciplines. This enables truly consultative product and service provisioning by ASI to the client with mindfulness of the impact of particular purchases, such as new server implementations, refreshes or consolidations.
4. Provision of special value in offering day-to-day price quoting. ASI's account team extended its business-sensitive solutions to an "every-day" price quoting process resulting in additional savings and procurement efficiencies. According to one of their Purchasing executives, "ASI's extra pair of eyes."
5. Provision of supplementary value through the supply of additional components such as memory cards, fibre channel host bus adaptors, drives, and others at no additional cost to the Client.

## Special Product Solutions—Wintel, SUN and Software

### WINTEL PRODUCTS

ASI's UNIX and Wintel expertise, flexibility, and attention to detail convinced the Client to consider making Wintel systems purchases through ASI.

#### **The reasons mentioned by the Client's Purchasing executives are as follows:**

1. Although OEMs can typically offer a more aggressive pricing for hardware than resellers, support levels, attention to detail, and lack of flexibility was cited as the reasons why ASI was chosen instead.
2. The Client wanted to leverage their SUN account management team to test similar attributes, principally, procurement and maintenance for Wintel systems and peripherals throughout the United States.
3. Similar to the SUN program, day-to-day price quoting for Wintel procurement and maintenance was also part of the ASI solution. .
4. Special Wintel Program:
  - o As an additional customer value-add, ASI agreed to purchase, configure, and warehouse a wide array of Wintel technology at no additional charge.
  - o Purchase run rates continue to be discussed weekly. Buying needs, trends and stocking levels are also determined on a weekly basis.
  - o For a major Financial Services Company, this program has and continues to be called "invaluable", especially for key executives and business end-users in need of systems delivered next day same day, or as needed, all pre-configured and ready to use. ASI is expert in the provisioning of expedited orders, storing and scheduling deployments, providing third party integration services, asset tagging and tracking capabilities, offers flexible billing options and reporting activity.
  - o Working together with our global distribution partners, ASI provides procurement services necessary for the Client's successful IT implementation.

### ADDITIONAL SUN-RELATED SUPPORT

**In addition to standard maintenance programs, ASI was able to find further value for the client in the development of a special program as follows:**

1. ASI ensures that the optimal system configuration arrives properly configured – anywhere the Client needs it.
2. Utilizing our certified technical integration engineers, the Client benefits from improved manageability, simplified administration, reduced compatibility issues and lower support costs with the added convenience of having its hardware configured at one time in our integration facility with the highest quality and dependability assurances.
3. The cost to the Client is reduced by one-third. According to purchasing executives, this process "eliminates the red-tape of opening a SUN service call."

### **SPECIALIZED SOFTWARE SUPPORT**

1. ASI guarantees that all operating and management software materials purchased for SUN hardware are SUN-branded: ASI acts as a trusted partner and a go-between for the Client to ensure that, for example, Symantec/Veritas software is SUN-branded Symantec/Veritas.
2. This reduces purchasing errors, particularly delays in server delivery or application implementation due to returns and repurchases. The ASI program also reduces costs for the Client typically related to misplaced orders.

### **Additional Business Opportunities for ASI**

With all services delivered to the Client on-time, at reduced cost and high value, and with demonstrated capabilities as an IT business solutions provider, ASI has been invited to provide additional technology services. Some of the services which have been delivered to the Client by ASI to-date encompass:

- Data Center Project Management services—more cost effective and offering equal or better overall project experience to other companies providing similar services.
- Technology Refresh—reductions of overall technology support costs through special offer from ASI (in development).