



## Workforce Innovations for a Broadcast Innovator

### The Client

A U.S.-based provider of broadcast satellite television products and services.

### The Need

Due to the overwhelming demand for direct broadcast entertainment, digital video recording of live TV, and data services on-demand, this broadcast industry innovator quickly grew to more than 20,000 employees and 15 million subscribers. This rapid growth required agility, poise and disciplined business operations, yet many of its customer support processes were manual and unreliable.

The company developed a proprietary workforce management application, which was primarily used by 200 dispatchers to organize the appointments of 10,000 field technicians who made approximately 35,000 customer visits per day. Order intake was growing by the tens of thousands and the volume and transactional through-put was having a negative effect on the system. As a result, the performance was unreliable and consequently having a negative impact on subscriber acquisition.

The company needed a scalable, dependable system that aligned with its business processes to support their immediate and future demands.

### Why TechDiscovery?

In 2004, TechDiscovery was one of eight contract companies who provided IT operational and developmental support for the company's workforce management system.

As a leader in established Workforce Management R&D and Operations, TechDiscovery helps clients select solutions by preparing and participating in customized Requests for Information (RFI) and Requests for Proposals (RFP). This practice offers clients rich knowledge and years of experience which can be leveraged when determining the right solution.

In this case, by virtue of a competitive bid and overall excellence in delivery and quality, TechDiscovery was awarded a Master Services Agreement to be the sole IT Professional Services team to manage this enterprise core application.

"TechDiscovery had the development, database and architectural knowledge we needed. They put in place the organizational wrapper that allowed their teams

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— VP of Technology



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to flow into our needs and internal SOX processes,” explains a senior IT executive for the client. “By choosing TechDiscovery to maintain our legacy application we were able to immediately leverage the expertise, skills and resources they had put in place to help us evaluate our current system and build a business case for a replacement system.”

## The Solution

Using the proprietary TDFlex™ development methodology, TechDiscovery’s team of workforce management subject matter experts and development consultants set out to evaluate the total cost of ownership and reusability of the current system, as well as any commercial off-the-shelf technology as a replacement. TechDiscovery led the effort for an RFP from several commercial software products, judging both functionality and technical architecture as part of the overall scoring.

Additionally, TechDiscovery provided an overall “health check” of the current system. The process included:

- Complete and accurate requirements gathering
- Use case development
- Target Architecture and Integration design
- Business case development
- Vendor evaluation and scoring

This provided an accurate cost of ownership calculation and identified where opportunities for re-engineering could occur.

In the end, with TechDiscovery’s assistance, the data gathered and shared with the client assured them that by meeting best practice standards, the application could be saved at a lower cost than replacement and it would meet all of their requirements.

## The Results

The development process began in July 2005 and the re-engineered workforce management system from TechDiscovery launched nine months later. Over the past two years, TechDiscovery has delivered over a dozen projects directly related to the efficiency and functionality of the workforce management system.

According to the client, since the implementation of the TechDiscovery system, the availability of the system has increased to an impressive 98%. The increase in system stability alone achieved the base return on investment.

However, that is only one of the many improvements that provided hard cost benefits to the client.

The client witnessed other successes following additional work performed for the client. The system:

- Is VISA/CISP compliant and passes all security vulnerability tests
- Increased through-put per minute (TPM) by a factor of 100x
- Responds within milliseconds vs. seconds or minutes
- Is extendable to other Service Oriented Architectures via Web services
- Is fully redundant and fail over capable with 100% disaster recovery
- Defects have dropped dramatically, improving the system’s effectiveness and usability for the entire company
- Easily scales to accommodate a growing number of daily and indirect users

TechDiscovery continues to support the client’s IT organization and is 100% responsible for the support and maintenance of the workforce management system. A team of 15 TechDiscovery experts is integrated across the company’s IT operations and R&D divisions, ensuring the system is continually supporting the needs and growth of a dynamic global workforce and the people who manage it.

“The depth of resources and experience within TechDiscovery has helped us fill important gaps across our own teams, especially at the management level,” says one technology VP for the client. “They are both highly experienced and agile—a vital combination for successfully delivering management technology solutions.”

For more information about how TechDiscovery delivers, manages and supports technology that is critical to enabling your business strategy, visit [www.techdiscovery.com](http://www.techdiscovery.com).