

**CASE STUDY OF A LEADING COMPANY FROM THE BFSI
SEGMENT.**



SWAFE

Critical Facility Management

Specialist in Multi location, Multi Make and model, Multiple capacities AMC services of UPS. Trend establisher in new range of services in UPS AMC domain.

The rapid changes in Technology has changed the economics of the market, Now every organization is running through a high level of competition and to sustain in the business they really need to manage their services uptime at the highest level.

Power and power back up has been essential input to all the businesses and UPS is the most commonly used source of power back up in almost all the businesses.

SWAFE is one of the fastest growing service organizations with the domain expertise in UPS support. We have knocked the market with extremely well organized new approach in this domain with fulfilment of all basic needs.

THE CHALLENGES

As the technology is rapidly changing, Manufacturers are capable enough to produce monopoly products with very specialized configurations. Customers are dependent to go with these manufacturers choice of product spec and supply which turns into service dependency for them and customer lands up into exposure to following risk.

1. Monopoly of OEM
2. Higher Service Cost
3. OEM Defined Service Levels

After paying for all the services at higher cost, customer is left with dissatisfaction as they do have only two choices. Either live with the challenges or purchase new risk by changing the entire inventory.

It also generates multiple contracts for customers which engage customer manpower in contracting and vendor management.

An independent survey has shown the results that almost 90% of the customers are suffered from above constraints.

THE VISION

The non flexible nature of business offered by Manufacturers has actually created significant pain and worked as food for thought to professionals already engaged with this business for designing the solution for this problem.

SWAFE management accepted the challenge open in the market to overcome from these constraints and developed a team with the vision of becoming global leader in the services of critical IT infrastructures. SWAFE is the only service organization which is ready with the solution of handling end to end need of customer for their business uptime support.

THE SOLUTIONS

"We were in deep trouble as the OEM was not ready to support us and we were in tremendous pressure to ensure the support for all the installed machine for our most prestigious project" customer says " we invested a big amount on purchase of these machines and now landed into trouble of either no support or support at a very high cost"

Customer says after complete disappointment from Manufacturer we started evaluating other partners and finally we found SWAFE which was able to support us in the trouble. We could manage supporting our project and we could save a big loss at the same time."

Another plus was that SWAFE was able to meet the need of the client for supporting multi brand UPS at multi locations which ended trouble of searching number of service providers and involvement in multiple contracts.

THE RESULTS

Soon SWAFE was active in health check up and proactive support of the machines. SWAFE deployed a team of experts having years of experience in the domain for support that was able to do all type of repairs independently and educate end users for best utilization of the equipment.

Result was now crystal clear to clients in terms of increased business uptime. Flexible support and ease of contact made significant changes in approach of customers against the domain.

The customer was delighted and says that he never imagined such a performance from any service provider. It was a right decision to engage with SWAFE as it created the milestone for other OEM and they started taking this service competition very seriously.

Customer says SWAFE has created differentiator in terms of proactive maintenance, Multi brand – multi location support and Uptime management with stand by units support. It has all the capability to become market leader.

FACTS

During the long term association with the clients, SWAFE managed to work with statistics to find the real impact on business by SWAFE services. Some of the real facts are covered in the note which is recognized by client for the accuracy of the data points.