



# YOUR COMMUNICATIONS INFRASTRUCTURE SHOULD BE

constantly improving, delivering better service and securing greater value tomorrow than today. That's the conviction at the heart of every IPI Managed Service. We work from Day One to help you improve your technology and processes, enhancing every aspect of your contact center operations. Maybe it's time to review. You don't want to be left

# STUCK IN THE PAST

# MANAGED SERVICES – WE START WITH YOU

**Managed Services are much talked about and widely offered, but the term means something different to every enterprise. That's why at IPI we start every engagement by taking the time to understand your business, your expectations and experiences.**

These initial discussions are usually revealing. Increasingly we find that organisations are typically less than impressed with their current Managed Services Provider, particularly if that provider is one of the larger players.

Repeatedly, we hear the same feedback, zeroing in on an unresponsive provider which has failed to develop and improve the services provided over the contract lifetime, resulting in a Managed Service which is out of date, inefficient and of limited capability.

IPI's Managed Services philosophy offers the polar opposite of this state of affairs. Having worked with and listened carefully to a wide range of businesses, we have built our Managed Service offering to address real business needs, and drive positive, highly beneficial business transformation from the very start of our engagement.

Every enterprise contact center is unique, so our services are very easy to customize. We listen carefully to you to understand what you need, and where we need to adjust our offering to meet your specific needs, that's exactly what we'll do.

## MANAGED SERVICES – THE IPI DEFINITION

An IPI Managed Service is a partnership. Working from a detailed understanding of your contact center, and your wider business, we provide a proactive, responsive and flexible service wrap, encompassing your complete technology stack.

Using our considerable commercial and technical expertise, we reduce risk and resolve issues before they become problems, allowing you to focus on core activities. We aim to help improve your operational efficiency.

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**IPI is a closely aligned Philippines partner who deliver exceptional contact center technology that help to balance customer experiences and compliance.**

**AVAYA** Edge<sup>SM</sup>  
Diamond

**SAMI AMMOUS**  
**MANAGING DIRECTOR – ASEAN**  
**AVAYA**

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## A Business Transformation Partnership

Over our two decades' experience in Managed Service provision we have collated our customers' observations on the key characteristics of a Managed Service. You can see some of their thoughts on this page.

From the moment we begin working with you, whether we're launching new services or taking over provision of your existing portfolio, we look to improve and enhance your service.

Typically, we proactively monitor all aspects of your solution, identifying and addressing minor issues before they become major problems. We manage and remediate issues effectively and efficiently by engaging early with your third party suppliers. Ruthlessly focused, we will always go the extra mile to avoid delays in issue resolution.

However, what sets us apart most clearly from our competitors is our ability to transform your technology estate – and our energetic, highly effective approach to achieving that transformation.

Every major IPI customer has regular engagements with our team of Operational Consultants, as well as ongoing access to them as needed. They help drive continual improvement in your technology and processes – at the end of your Managed Service contract, what you use and how you use it will be vastly improved by comparison to the way things stood at its start.

This business and technology transformation is a key measure of our successful partnership with you as a genuine Managed Service Provider.



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**Speaking with other Managed Service Providers, I hear a lot of 'the buck stops with us' or 'we're the single point of contact' type comments. For me, IPI's commitment is delivering more, better, faster, to a higher standard – startling the customer with really amazing service.**

**MARK ROSSELL, HEAD OF MANAGED SERVICES, IPI**

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## IPI Managed Services

Every business is different to the next, and constantly evolving. We therefore design every IPI Managed Service to be flexible, able to adapt and develop as your needs and circumstances change.

We deliver this flexibility through an eight step process.

- Service transition
- Change management
- Optimization
- Proactive monitoring
- Disaster recovery
- Service reviews
- Operational consultancy
- Business transformation

These components form the service wrap we apply to the technology we provide and support.

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**We have enjoyed a Managed Service partnership with IPI for many years covering key elements of our IT infrastructure and rest easy in IPI's safe hands. Their highly skilled engineers are a joy to work with.**

**ICT AND FACILITIES  
MANAGER  
CHARTERED INSTITUTE OF  
INTERNAL AUDITORS**

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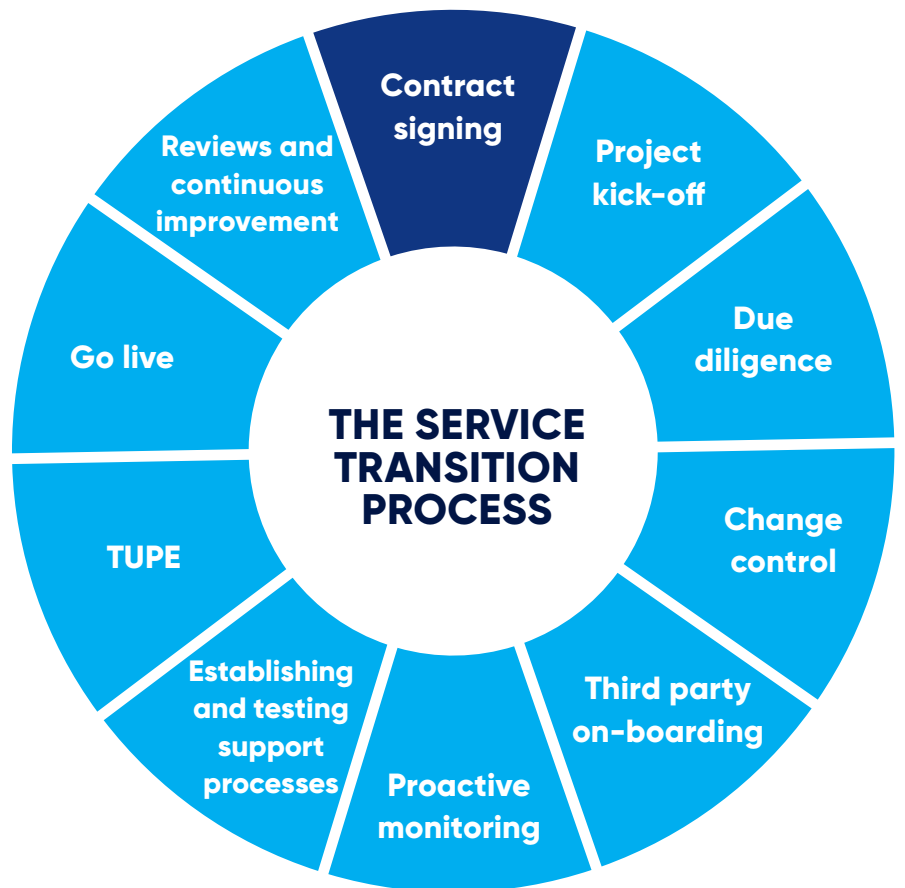
## Service Transition

Every engagement begins with Service Transition. Usually starting well before any deal is struck between IPI and the potential client, this is the process of IPI taking over the support of the current platform, wholly or partially, or putting in place provision and support of a new platform.

Led by our ITIL-compliant specialists, Service Transition is rigorously planned and executed to ensure it is efficiently undertaken and a positive experience for users, management and the IT team.

The key expectations of the Managed Service, and its design and key success criteria will be captured from the very beginning of our engagement, flowing through to the service itself.

Years of experience have clearly demonstrated that the success of your Managed Service depends heavily on the relationship between our staff and yours. We therefore work hard to establish logical, intelligent engagement between our organisations early in the Service Transition phase, in the project kick-off meeting and during due diligence.



## Service Transition

IPI's staff build relationships with yours, and those of key third party providers. Establishing clear, open lines of communication, quickly, is a key priority, along with ensuring that SLAs accurately reflect details agreed with you.

One of our key aims is to improve on the service delivered, from the first day of your new Managed Services contract. Achieving this is challenging because it is almost always only once the Managed Service is up and running that we discover what the specific challenges to service improvement actually are. This is, of course, why few providers focus on service improvement from day one.

It is due to our exceptionally robust due diligence and project kick-off processes, and a comprehensive understanding of both the technology and your business, that IPI can successfully deliver service improvement from day one, where others often fail.

A recent contract with one of the largest Water Utilities illustrates this well. Achieved in record time, this project involved IPI taking over the client's very extensive contact center estate from a leading Systems Integrator and Network Provider, including the transfer of staff members under TUPE.

IPI is particularly strong in due diligence, led by our technical team, who invest significant time and effort to ensure expectations are clear to all parties, and that those expectations are fully met.

Workshops facilitate the development of the Managed Service to address your particular needs, leading into comprehensive documentation of every detail, including all process flows, how often service reviews will be undertaken, and SLAs mutually agreed.

Internal liaison across IPI ensures that all necessary processes have been followed in the setting up of the Managed Service, confirming that all systems have been set up correctly, remote access is in place and portal access has been enabled.

Finally, we test the new Managed Service, initiating service requests to check that the correct responses are being given.

## THE SERVICE DELIVERY MANAGER

The Service Delivery Manager's role is crucial throughout IPI's engagement with your business. This is particularly so during Service Transition, when their focus will be on ensuring the core documents that define the Managed Service mesh seamlessly with your organisation's approach and processes.

The most important of these core documents is the Operations Manual, which defines in detail how the Managed Service will operate on a daily basis. This is a live document that will be updated as the Managed Service develops.



## Running the Managed Service

IPI's Managed Services deliver stronger benefits in the financial, operational, productivity and management spheres, both immediately and over the longer term, because of the way we handle our relationship with you, and the way we fulfil key activities in the running of your services.

## It's all About the Relationship

While there are several definable components to any successful Managed Service, which, naturally, we define rigorously and deliver meticulously, the most important aspect is more intangible.

It is the relationship between IPI's service technicians and your teams that sets IPI's Managed Services apart from others. As our teams deliver value, we build trust, which in turn allows us to deliver more value, building an increasingly strong partnership between our businesses. When issues and challenges arise, we manage them efficiently and effectively, maintaining clear and frequent communication between us, your teams and your third parties.

The attitudes, experience and problem-solving skills of our technicians, allied to IPI's size and nature as a business – large enough to ensure vendors respond as required yet accessible, nimble and responsive – allow us to excel in this critical area.



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**They have gone out of their way to assist us in gathering information and managing our global estate. On the service side they have been very responsive and it has taken a large burden off my staff for support.**

**GLOBAL HEAD OF  
INFRASTRUCTURE  
ENSTAR GROUP LIMITED**

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# RUNNING THE SERVICE – KEY ACTIVITIES

- **Change Management**
- **Case management**
- **Third party management**
- **Performance reporting**
- **Health checks and capacity planning**
- **Optimization**
- **Upgrade and licence management**
- **Proactive monitoring**
- **Service reviews**



## IT'S ALL ABOUT THE PROCESSES

While most of the key activities listed above are well understood, three in particular set IPI's Managed Services apart:

**PROACTIVE  
MONITORING**

**SERVICE  
MANAGEMENT**

**SERVICE  
REVIEWS**

## Service Management

Traditional service models are almost always hierarchical in nature, with issues progressing upwards through a series of tiers, with vendor support the final recourse.

IPI retains the ability to escalate through tiers, ultimately to the vendor. However, we have made two important adaptations, resulting in a more mature service model.

Firstly, to resolve issues rapidly, we move them on to the higher tier resolvers more quickly. Teaming our extensive expertise and experience with powerful proactive monitoring tools, we identify and classify issues earlier, moving them directly to the most appropriate engineer for their resolution.

Secondly, the IT world is becoming ever more complex, with more parties involved in every service – the client, data center providers, vendors and various third parties, to name just a few. IPI's Service Management model has been designed specifically to address such complexity. With the client at the heart of our Managed Service provision, our consistent, partnership stance facilitates communication between all parties, driving a uniquely dynamic approach to the resolution of issues and challenges.





## Service Delivery Management

The Service Manager, and Service Delivery Management more generally, are key to the effective functioning of this more mature Service Model. As well as continually measuring our responsiveness, the Service Manager is available to our Managed Service clients to ensure that relationships are established and nurtured, communications channels are open and effective, and IPI remains accountable.

The Service Manager's principal responsibilities include:

- Tracking Managed Service performance and measuring against SLA
- Escalation management
- Major incident management
- Managing the continuous improvement plan
- Handling process improvements and training requests
- Ensuring all IPI and partner services are delivered as promised
- Customer satisfaction scoring
- Quality management
- Service reviews

# OUR PEOPLE MAKE THE DIFFERENCE

The IPI Managed Services team is the single largest group of individuals employed by the company – the Service Delivery Manager who visits you to conduct your Service Reviews, the Engineer who resolves faults, either remotely or on-site, and the Service Desk operative who coordinates support tickets are just a few of them.

The Professional Services team works hand-in-hand with the Managed Services team to resolve issues. This enhances our flexibility and capability, driving faster, more effective problem resolution.

These two teams form one of the largest in-house Avaya Contact Center Managed Services teams anywhere. All locally employed, it is their skill, dedication and enthusiasm, as well as their 700 man-years of experience, that make IPI Managed Services exceptional.

The Managed Services team offers an impressive breadth of skills, essential to the provision of first class Contact Center Managed Services. In addition to exceptional Avaya Contact Center expertise, the team also boasts industry leading experts in all the following areas.

## IT AND NETWORK SERVICES

To troubleshoot what may at first sight appear to be a core Unified Communications or Contact Center issue a broad and deep knowledge of IT and Network Services is essential. IPI therefore maintains in house IT Services and Network Services divisions.

## SECURITY

Securing every aspect of the technology we provide and maintaining that security is vitally important to us and our clients. IPI's Security Division employs leading edge security technologies and approaches to ensure that exceptional security is integral to all our offerings – designed in, from the ground up.



## APPLICATION DEVELOPMENT

Many Managed Service providers can deliver only some 80% of client requirements, due to the complexity of integrating Contact Center technologies into diverse operating environments. IPI always aims to deliver 100% of every client's requirements. Our extensive Computer Telephony Integration (CTI) and Software Development teams are on hand to integrate third party technologies with clients' legacy IT desktops, SQL databases, and off-the-shelf or bespoke CRM systems.

## Operational Consultancy

IPI's Operational Consultants have all been in your position, running contact centers, or responsible in end user businesses for aspects of the technology we provide.

We make our consultants available as part of our Managed Service, deploying them as soon as your Managed Service is under way. They work with you to understand your business more deeply, delivering value from day one.

They will look at how your business operates, both in terms of processes and of less formalised working practices, and explore ways in which you could improve your operation. They will present these as improvement proposals, all fully costed and with ROI estimates, supported by clear, solid analytics data.

The proposals you decide to move ahead with drive the final, vital component of IPI's Managed Services – business transformation.

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**We came first under the 'Travel Services & Hospitality' category in the Top 50 Companies for Customer Service 2016 Awards. The Caravan's Club's 140 strong customer service team in East Grinstead, as well as over 400 wardens across our sites network have worked hard towards earning The Club this prestigious award, and we couldn't have done it without IPI's help and experience.**

**PETER MARTIN, HEAD OF OPERATIONS,  
MEMBERSHIP SERVICES  
THE CARAVAN AND MOTORHOME CLUB**

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## USE CASE

One of the largest water utilities went to market with a competitive OJEU tender to find a new Managed Service provider for their mission critical Contact Center and Unified Communications platform.

They were looking for a partner that could run a solid service, with deep Avaya platform knowledge and skills, and that could also help transform their estate, which had remained stagnant for the previous three to five years.

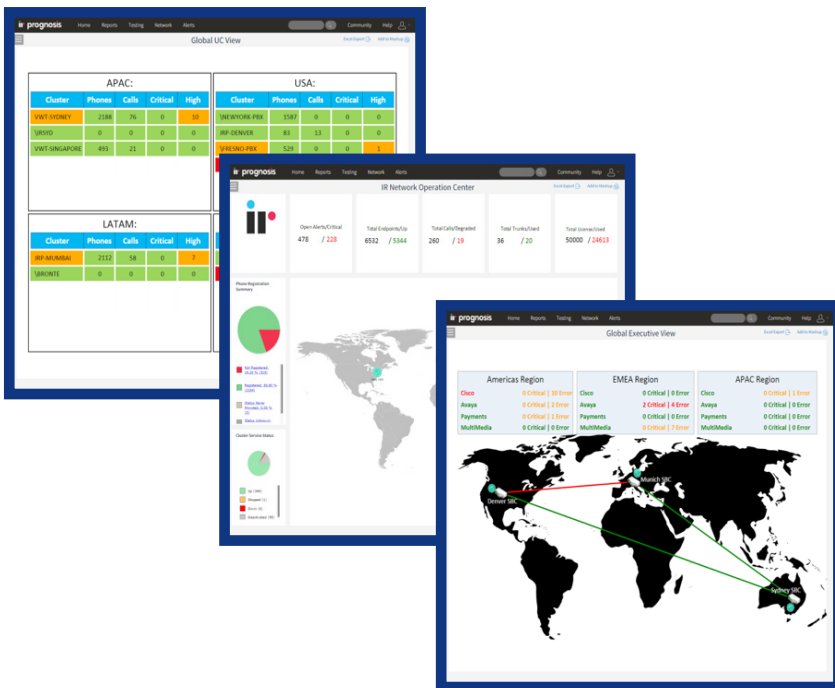
IPI was the chosen partner. We transitioned this complex estate into our Managed Service team in record time, including taking on a number of staff under TUPE regulations.

Once bedded in, as well as delivering on-going excellent service to this client, IPI also, within three months of the initial transition, started on the journey to transform and update their use of Contact Center technology. A year on, three separate transformation projects have been successfully completed, which is just the start!

## Proactive Monitoring

A key essential for a robust Proactive Monitoring service is the right environment for the the Service Management teams to operate in.

IPI runs two physical Network Operations Centers (NOCs). Both are Security Operations Centers (SOCs) as well as NOCs.



IPI operates in a complex technology environment, supporting the consumption of a range of technologies and services via a broad spread of consumption models. As a result, no single proactive monitoring tool provides all the capabilities we need.

Therefore, in addition to vendor-provided monitoring tools, IPI runs three independent monitoring tools to ensure we always have a comprehensive view of all aspects of your Managed Service.

Operating 24 hours a day, seven days a week, IPI's Managed Services are supported from these two centers, with back up from on-site engineers in critical locations. Our coverage is international.

Our ability to proactively monitor every client's environment, identifying, diagnosing and rectifying minor issues before they develop into major problems, sits at the heart of our Managed Services provision.

As a result, we regularly detect and resolve issues well ahead of the affected client being aware there is anything wrong. Typical examples include issues such as server memory reaching capacity, voice quality issues such as problems on a LAN not managed by IPI, underlying Avaya issues, and broader networking and application issues.

## 5 STEP PROCESS

The IPI's Proactive Monitoring service employs a five-step process:

### MONITORING

We remotely monitor all key network elements, including servers, firewalls, routers and switches.

### PREDICTION

We use sophisticated predictive analysis tools to identify potential issues, eliminating them before they become serious problems.

### RESOLUTION

Secure remote access to key network elements allows us to effectively diagnose and resolve any issues quickly and efficiently.

### REPORTING

Our real-time reporting engine watches network and device status, triggering instant notifications when service indicators reach a warning or critical state. Historical trend reports support the identification of areas of concern and help you make informed purchasing decisions.

### PREVENTION

Instead of merely reacting when issues arise, IPI places heavy emphasis on problem prevention.

## Transformation

The long-term future and success of any business depends on continual improvement. This is every bit as important in the contact center, customer facing as it is, as it is in other business functions.

At IPI, therefore, we are absolutely committed to helping you transform your business by enhancing your use of communications technology generally, and contact center technology specifically.

We'd even go so far as to say that if your current Contact Center Managed Service Provider is not driving improvements in your business, they are selling you short.

## Ask our Clients

One of the key testimonies to the quality of IPI's Managed Services is the fact that most of our largest clients, with the most complex environments, have been with us for many years.

All of these clients, as well as more recent ones, will be happy to talk to you about their experiences with us. If you'd like to speak to some of them, or want to discuss how IPI could help in your Contact Center, just get in contact and we'll put you in touch.

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**Excellent. I am unable to identify an area I believe they need to improve.**

**TELECOMS MANAGER  
NHS PROFESSIONALS**

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# IPI: OUR CHARACTERISTICS

Successful Managed Services depend as much on attitude and approach as they do on technical expertise. Here's a quick taste of what we are like to work with.



**DELIVERING  
BEYOND TODAY.**



## CHANGE TODAY AND YOU CHANGE TOMORROW

The way we communicate continues to change at pace. Tomorrow has never looked so different from today. IPI Philippines is here to keep your business in touch with its customers.

As a digital transformation specialist, our focus is totally in the contact center.

In addition to products from leading vendors such as Avaya, Verint, Microsoft and Blue Prism, IPI's software development division delivers a suite of cutting edge applications that provide enhanced functionality in the areas of Artificial Intelligence, robotics, intelligent call routing, application integration and business intelligence.

With vast experience in PCI-DSS and GDPR we are well equipped to help you to protect your data and reduce your security risk.

Our 30+ years of contact center expertise in market sectors from banking to services & entertainment has earned us the trust of our clients, from large corporations to SMEs.

With innovation in our DNA, we deploy pioneering solutions to help create the smartest, most efficient Contact Centers in the world. Optimized hubs that offer a more satisfying, more cost-effective customer experience.

And just as our offering is complete, so too is our support. Helping you to not just prepare for what's to come, but to embrace it.

Our team of experts understands the technical, commercial and organizational challenges contact centers face and offers a wide range of solutions that help organisations overcome them to increase effectiveness, efficiency and customer satisfaction.

***"With their exceptional Contact Center skills and accreditations, IPI Philippines understand the evolving customer expectations, rapid increase in contact channels, the rise of social media and the heightened strategic role of customer services that are changing today's contact centers dramatically."***

***Hock Leong Choo***  
***Director, APAC Channel, Avaya***

**Change your tomorrow, today. Get in touch.**

**T** +632 849-3954

**E** [info@ipintegration.ph](mailto:info@ipintegration.ph)

**W** [ipintegration.ph](http://ipintegration.ph)

**DELIVERING  
BEYOND TODAY.**