

CASE STUDY

ADSERVE COMPUTING CLIENT ENTRUSTS ATM WITH MISSION CRITICAL SUPPORT FOR ITS CUSTOMERS



Job	Client Name	Product	Stat	Start Date	Job Type	Actual Hours	Actual Cost
8020	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8027	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	2.80	881.200
8036	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	138.000
8039	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	54.00
8040	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	35.00
8043	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	81.200
8047	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8058	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	7.80	81.400
8059	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	4.80	184.00
8060	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8061	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8062	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8063	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8064	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8065	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8066	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8067	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8068	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8069	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8070	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8071	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8072	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8073	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8074	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8075	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8076	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8077	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8078	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8079	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8080	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8081	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8082	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8083	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8084	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8085	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8086	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8087	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8088	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8089	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8090	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8091	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8092	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8093	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8094	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8095	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8096	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8097	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8098	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8099	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00
8100	CHRYSLER UNIVERSE CLER	03	0	04/02/2001	PRD	8.80	0.00

Providing the best customer service can sometimes be problematic when external resources are involved. For Adserve Computing, the provision of third party hardware maintenance for its users had turned into a nightmare. Thanks to ATM Technology Management, Adserve has now ended customer concerns, guaranteed a rapid response and provided a cost-effective solution.

Adserve Computing provides flexible in-house computer systems for media, production and communications companies. As a division of Donovan Data Systems UK, the company employs around 30 people. Its modular software is used by leading advertising agencies, media and other organizations for the administration of advertising time, space and job costs.

Originally developed for PICK databases running on UNIX, Adserve's extensive software suite has since migrated to

IBM's Universe database. According to Commercial Director Roger Doughty, around half the company's customers now use the Universe version while almost all its 100 user sites have Dell PowerEdge servers. Extensive modular software applications include thousands of different functions, helping to support core business processes.

"We supply the hardware and software as a one-stop solution, so we rely on an external maintenance company to ensure our systems are available at all times," said Doughty.

This full-service approach is particularly attractive to smaller users with little or no in-house IT expertise. Although most issues are handled through remote software updates and diagnostics, any downtime is a serious business. When the hardware maintenance service faltered badly during 2001, angry customers were quick to blame Adserve for the negative effects this had on their businesses.

The mission-critical importance of Adserve's software to its customers should not be underestimated. With turnovers ranging up to an impressive £100 million, the software helps control day-to-day administrative and financial tasks. Prolonged downtime caused by failing hardware is very disruptive and Doughty says the main business objective was to help customers avoid any such problems.

"We wanted a better working relationship with a new hardware maintenance vendor. When we ask for help, we expect our call to be treated with the urgency that our clients demand. We needed a new cost-effective service that we could rely on to fix faulty hardware within the contracted time."

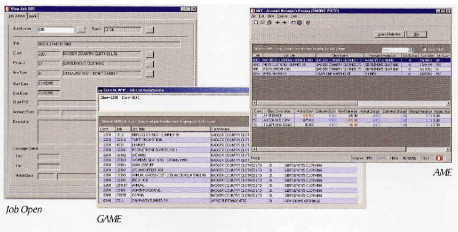
To find a replacement supplier for the outsourced maintenance service, Doughty looked closely at several



companies and their capabilities, service costs and personnel. Requirements included a reasonable understanding of UNIX, good spares stocks and to provide a rapid nationwide response. Although 40 percent of Adserve's customers are in London, the remainder span distances from Edinburgh to the Channel Islands and from Norwich to Belfast and Dublin.

Several visits to ATM Technology Management's Head Office gave the right confidence that any maintenance calls would be responded to quickly and professionally. The company was also of an attractive size; not so big that Adserve would be a minor customer but not so small as to put

consistent service quality at risk. As a UK nationwide provider of Help Desk and Managed IT services, ATM seemed exactly the right solution.



“We chose ATM because they understood our demanding marketplace and would keep to our stringent service level agreement. They also offered us a cost-effective service,” explained Doughty.

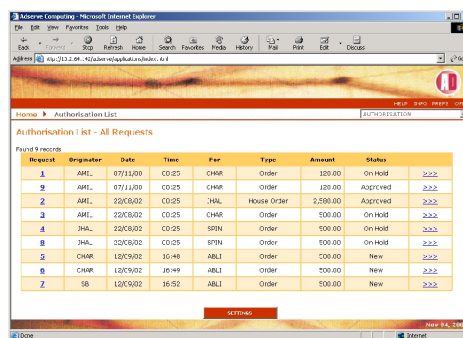
The new hardware maintenance contract started in November 2001 to cover Dell PowerEdge servers, peripherals such as DAT drives and printers. ATM is a Dell approved Third Party Maintenance (TPM) company and delivers all its professional services under an ISO 9002 quality management system. This ensures calls are properly logged, followed through and completed to set procedures.

Customers initially call Adserve’s Help Desk where experienced support staff using remote diagnostics attempt to fix the problem. Having eliminated other possibilities, Adserve’s personnel then call ATM about suspected hardware faults. An experienced engineer is despatched by ATM to diagnose and fix the problem on site within the contracted time. Adserve is kept fully informed throughout, enabling it to keep customers in the picture too.

“ATM’s engineers not only always turn up on time but also understand our product-platform. When we initiate a call-out, we know the problem is going to be

fixed quickly. That’s a major benefit because we no longer feel totally exposed by a poor response. ATM has met all our expectations and we are very happy with the service provided,” said Doughty.

A complete absence of user complaints proves just how effective the new hardware maintenance service has been. By relying on ATM’s professional approach to the job, Adserve is assured of a stable hardware base for its customers’ business



applications. The ability to deliver software, hardware and reliable maintenance as a single integrated business solution offers a powerful competitive edge in a demanding marketplace. And for Adserve’s relieved senior management, the chance of facing another irate customer with non-functioning hardware is thankfully remote.

QUICK FACTS

"ATM Technology Management has met all our expectations and we are very happy with the service provided."

Roger Doughty, Client Services Director, Adserve Computing

Business Profile

Adserve Computing provides modular business software solutions to the UK’s leading advertising agencies, media and production organizations.

Solution

Nationwide hardware maintenance services for Dell PowerEdge servers and peripherals

Benefits

Increased Customer Satisfaction
Rapid Response and Fix
Cost-Effective Service

Users

100 user sites



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