

THE  
**HALIAN**<sup>TM</sup>  
WAY



# Innovating Professional Services, increasing delivery capacity

Multi-national network technology company, EMEA

## In brief

### Challenge

- Maintaining the quality of Professional Service delivery
- Flexible capability without increased headcount
- Enhanced skill sets to seize new opportunities

### Solution

- Accredited training to ensure seamless service delivery, whether delivered by the customer or Halian
- Annual contract based on retained bench of consultants and utilisation targets
- Guaranteed and named consultants on Halian headcount

## Case study

Innovating Professional Services, increasing delivery capability

Their mission is to help organisations seamlessly scale their internal operations to successfully deliver applications to anyone, anywhere, at any time. A multi-national company, our customer specialises in network technology that optimises the delivery of network-based applications and the security, performance, and availability of servers, data storage devices, and other network resources.

## Challenge

As is common amongst our client base, our customer was looking for ways to expand their delivery capability without significant investments in consulting headcount or dilution of the quality of its Professional Services reputation. They also needed to access enhanced consulting skill sets in order rapidly and efficiently support its product sales teams. Both factors were holding back growth and creating a backlog of services work in the Europe, Middle East, and Africa (EMEA) region.

## Solution

Creative solutions are one of Halian's strengths. Having understood the business issues, we set about designing a service that could deliver well-qualified resources that were trained and badged by our customer that could address the bottleneck in Professional Service opportunities. This resulted in a retained bench model - an annual contract based on a minimal fixed retainer per head, with a bonus for meeting monthly targets. Our dedicated full-time team now supports our customer and enables them to deliver Professional Services throughout EMEA using this innovative model. Our consultants attended intensive accreditation training sessions in the US, learning alongside our customer's internal employees to ensure that all Professional Services projects benefited from the same high levels of expertise in their product set and intellectual property. Halian pioneered the retained bench model within this company, and has since been implemented in the Americas, Asia, and throughout the EMEA region.

## Outcome

This model allows our customer to engage in projects with the guarantee that it has the capacity to deliver them successfully with accredited and known resources. All this without adding to expensive fixed cost headcount. By supporting our customers Professional Services business with our own consultants, 25% more projects are being delivered, more rapidly in its fastest growing markets. Halian have increased the capacity of the business and provided an innovative and scalable service delivery model.