

# Applications Management at BT Frontline

## Overview

### Focusing On Your Core Business – a principle of outsourcing

Applications are the lifeblood of any enterprise, supporting every aspect of how business is planned, managed and executed. As enterprises face the need to rapidly respond to customer requirements and competitive issues, these applications come under increasing pressure to support the business, do more for less, and deliver business value. BT Frontline can deliver applications management (AM) savings of 20-35% over the term of any agreement and we believe we can do it better, safer and faster than our competition. Outsourcing applications management to BT Frontline can help you manage these challenges so you can focus on the strategic business and technology initiatives you need to achieve your business goals.

The ability to leveraging Outsourcing as a strategic tool in your company's development is rapidly becoming a necessity. Organisations are leveraging the benefits of outsourcing to:

- **Enable a focus on core business** – Increasingly complex and integrated application portfolio; high maintenance costs, and scarce applications support skills can significantly distract attention from your core business and competitive issues.
- **Gain Access to Technology** – Change today is occurring at a rate that is difficult to sustain. Diversification in services, mergers, acquisitions and industry deregulation are but a few of the challenges faced by companies today. Companies are quickly realizing that to thrive in today's competitive business environment, they must rapidly deploy new technologies to support key business objectives.
- **Gain Cost Visibility** – Cost reduction has been synonymous with Outsourcing throughout its development. However, cost visibility is also critical to the measurement of the total cost of ownership of the business process. Knowing whether your application dollars are being spent in the most appropriate place and whether those dollars are making the right return on investment is a key driver for outsourcing.
- **Protect Knowledge** – More and more, people are the key to the survival of your business and protecting your investment in your applications, which are the life-blood of your organisation. The ability to retain key individuals, motivate them and maximise their utilisation is a key factor in making your outsourcing decisions.

# Applications Management

## Applications Management Key Service Offerings

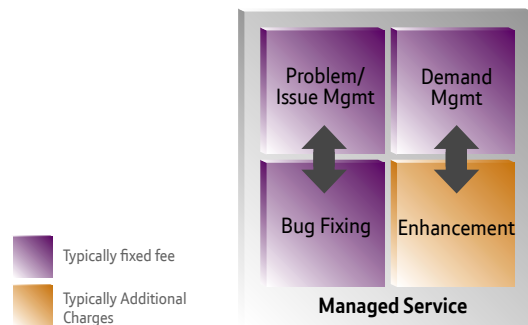
One of our three core offerings in the Outsourcing space is the on-going support, maintenance, enhancement and evolution of your application environment, be it legacy, client/server or web-based. The BT Frontline Applications Management (AM) offer comprises four main components:

- **Service Management**  
Service planning, control, monitoring, reporting and quality management of the applications service including resource planning. This is a fundamental and integral component in the supply of our managed services offering and is consistently applied across all of our three offerings
- **User Support**  
The provision of an applications help desk and problem resolution management. The main day-to-day interface to the user community—again an integral function across all of our managed service offerings
- **Maintenance**  
Corrective (fix it) and preventative (stop it from failing) day-to-day application support of the applications portfolio
- **Enhancement**  
Perfective (make it do things better), adaptive (do things differently) or evolutionary (do different things) modifications to new or existing applications.

We deliver these components by applying rigorous processes and methodologies (our COMMAND methodology) to well-defined terms and conditions, and managed and measured to pre-defined Service Level Agreements (SLAs).

### What is Managed Service?

- **Service can be simply broken down into:**
  - **Maintenance service** – the ability to stay alive —fix on fail—manage problems and queries
  - **Enhancement** – the ability to adapt to change, whether due to functionality change or service improvement
- **Services on offer can be a mix of both Maintenance and Enhancement**



- **Commercially, Maintenance is normally done as a fixed fee, Enhancement can be done at an agreed rate. However, it is possible to include guaranteed levels of enhancement effort into the fixed fee.**

## Applications Management – How do we do it?

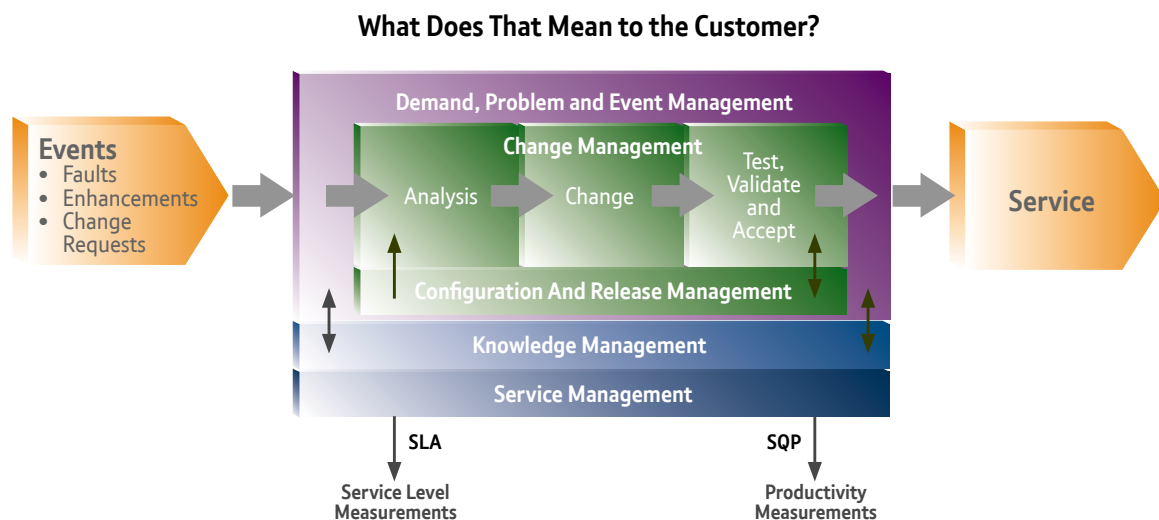
BT Frontline offers a standardised, alternative approach to applications management. Our operating model is designed to deliver our AM services to our clients—better, safer, faster and cheaper. We deliver on the promise of improved efficiency and reduced cost by adhering to several key principles:

- **Sharing:** Leveraging and sharing skilled expertise and resources across multiple clients to increase flexibility, lower risk, reduce cost and improve service quality
- **Standardisation:** Using the methodologies and processes to implement a consistent approach to delivery thereby gaining benefits through high productivity and lowering cost

- **Segregation:** By separating out the maintenance activity from the enhancement activity, we can deliver the cost visibility which ensures the information to determine the return on investment is available, measurable and reported
- **Satisfaction:** Our approach to Service Management ensures that BT Frontline brings value to the business and delivers the exceptional level of customer satisfaction that our customers' business demands.
- We will improve service and reliability of critical systems
- We deliver the right level of technical and human resources in a flexible manner, taking into account changing patterns of usage and variation in the business applications being managed
- We insist on the use of planned service level agreements (SLA) which ensure the flexibility and appropriateness of services being provided at any given time.

## How does that help you the customer?

- We can help our clients to reduce AM costs
- We will make it easier for our clients to forecast and obtain an overview of costs



## What Makes Us Different?

- **BT Frontline has made a significant entry into the AM market**
  - The acquisition of the ex-Capgemini Outsourcing team
    - An immediate leap into Applications Management with a structured delivery capability
  - The ability to leverage off-shore solutions into its AM delivery
    - Off-shore solutions can reduce costs by more than 50%
- Its history in applications development and maintenance in Singapore
  - BT Frontline and Ecquaria have been instrumental in development of some significant applications supporting Asian companies
- Our Processes and Methodologies
  - The development of our COMMAND methodology puts it all into practice!

## What Makes Us Different? *continued*

- **Regional Presence**
  - We are present in 9 countries across Asia Pacific with an active role in the management of our subsidiary companies.
  - We are not just Singapore centric and can leverage other skills and markets as a result of our corporate interests.
- **Our Alliances**
  - **Sun:** We have a strong strategic alliance with Sun supporting Infrastructure and applications and a depth of skill in J2EE technology
  - **Microsoft:** We have a strong alliance with Microsoft and a depth of skill in .Net technologies
  - **Capgemini:** As a result of our acquisition in 2004, a deep alliance with Capgemini, its 40 years of knowledge and skills can be leveraged through previously arranged contractual agreement.

## Who do we do it for?

BT Frontline is a key provider of Applications Management services to some leading businesses, including:

- **A\*Star**

Agency for Science, Technology & Research (A\*STAR) is a research agency with numerous subsidiaries and research institutes and centres in Singapore. Research is carried out predominantly in the fields of biomedicine, science and engineering. After the A\*STAR SAP application was implemented by a third party organisation, A\*STAR chose BT Frontline to provide the on-going support of the system for 3 years. We provide help desk, maintenance, enhancement, training and consultancy services to A\*STAR and deliver remotely from our offices in Chai Chee.

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- **Asia Netcom**

Asia Netcom provides international network and IP services to Enterprise and Carrier customers operating in the Asia Pacific region, providing seamless connectivity within Asia and the rest of the world. Asia Netcom wanted to deploy a range of SAP modules to enhance their business processes across the three regions in the world and to enable the extraction of their own financial data from their parent company's system while migrating to their own independent finance platform. BT Frontline was engaged to implement the SAP modules, perform the data extraction and subsequently engaged to continue the support of the installed system for a period of 2 years. This support service has been further extended and expanded recently as we provide helpdesk, maintenance and enhancement on the SAP system and consultancy services/development on other technologies and applications.
- **A National Utility Company**

A subsidiary of a national utility company, provides integrated customer services for electricity, water and piped gas supplies in Singapore. Capgemini developed Singapore's first vesting contract calculator, which is capable of calculating the hedge contract parameters based on the vesting model prescribed by the Energy Market Authority. A proven approach to transition ensured a seamless transition from Implementation to Support. The BT Frontline AM team continues to support the vesting contract calculator system together with the customer's support team during the quarterly run of the application. AM Services are provided in a consistent manner using common tools, processes and ensuring consistent software amendments. Effective knowledge transfer to the customer's support team also enables them to attend to problems resulting in faster resolution.
- **Malaysian National Insurance Sdn Bhd**

MNI, the largest insurance company in Malaysia, provides total insurance services to its clients in the entire East and West Malaysia. We assist them in the consulting and development of their customer relationship management solution based on Siebel for the thousands of Financial Consultants across the country. Our multi-year outsourcing services include help desk support, application support, application maintenance, change control and productivity enhancements. Leveraging on our COMMAND methodology, BT Frontline has been able to secure a renewed support contract for two more years.