# Maximizing the End-User Experience

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*Companies who maximize the 'end-user' experience achieve improved profit margins, employee productivity and lower IT operating costs.*

## Market Positioning:

Today's companies are striving to improve the 'end-user' experience to support the rapidly evolving growth of new versions of notebooks, tablets and smart phones. Between January and November 2013, 14.4 million desktops, notebooks and tablets were purchased in the commercial channels in the United States, representing a 25.4% increase from 2012.

Today's companies are quickly realizing increased costs of managing these different end-user devices and the complexity involved with new operating systems and employee owned devices. According to a 2012 IDC study, 65% of costs related to supporting the end-user are attributed to labor. The same study also highlighted the increased costs involving refreshes and upgrade frequency as improved innovations speed the need to replace and refresh technology.

Companies who maximize the 'end-user' experience achieve improved profit margins, employee productivity and

lower IT operating costs. Companies are partnering with Service Providers like PCM to consult, design and implement holistic solutions to best meet their business objectives.

## How PCM can help:

PCM's Enterprise Managed Mobility and Lifecycle Services help a variety of companies handle the complexities involving the full workstation lifecycle, including disposal.

With over twenty years of experience executing proven processes, PCM can be the 'one-stop-shop' for all your end-user needs. As user demands become more complex with wider choices, PCM keeps up with expanded service options and is recognized as an industry leader in Lifecycle Management. With a proven consultative approach and a wide range of offerings, PCM services can effectively and efficiently handle the entire lifecycle process of end-user devices including:

- Acquisition and procurement
- Imaging and Integration of the OS and applications
- Warehousing and shipping

- Deployment and Installation
- Maintenance and Break-fix
- Service Desk, Asset Management and refurbishment

Clients working with PCM are able to leverage technology experts; service support desk ITIL proven processes and integrated desktop asset-management tools. Clients realize expanded end-user support and improved security while taking advantage of the flexibility of the services to improve cost management and support overall business strategy.

## Customer Benefits:

Workstation management with effective reporting metrics capture, trouble shoot, remediates and resolves end-user issues. This high-touch business function involving IT and end-users is best handled when defined processes are standardized with automated tools beginning with the CMDB, to full remote support access and visibility.

According to a recent IBM study, leveraging managed service desk solutions with advanced tools can increase first-call resolution up to 40%, resulting in decreased costs and improved user productivity. Another IBM customer study

IDC 2012

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produced an increase of 15% of all incidents being handled over the phone, 18% fewer incidents logged at level-1 with 50% reduction in the need for onsite support.

PCM's clients have recognized similar results.  Working with several of our clients including a national travel agency, a large healthcare provider, a newspaper printing company and an international card manufacturing and Distribution Company, these companies benefited from PCM's automated tools, standardized processes and
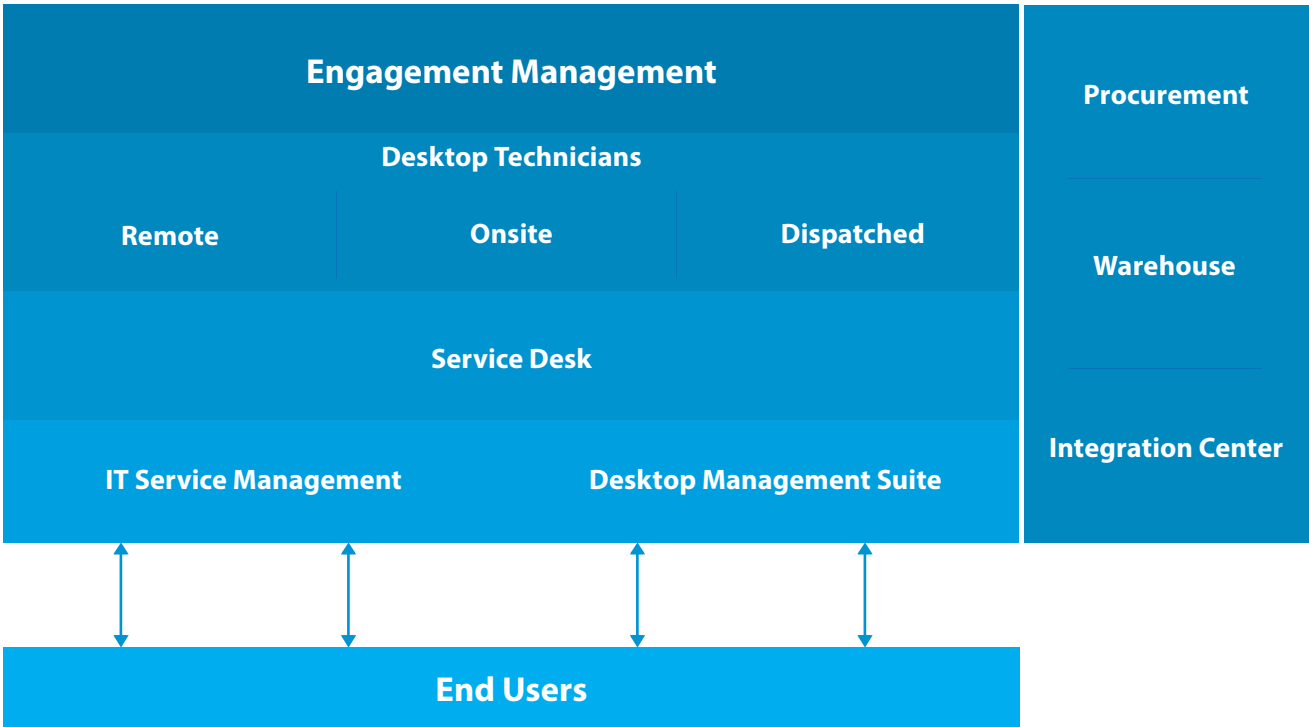
vital management reporting metrics to enhance and maximize the end-user experience.

Full Lifecycle Workstation Management is successfully accomplished with PCM's secure, web based IT acquisition and procurement portal. Designed and developed initially for PCM and then enhanced for customers, this integrated Supply Chain tool provides a complete Procurement, Warehouse and Integration Center information system for customers who want to take advantage of these business functions.

There is a transformational paradigm shift taking place involving today's work place with employees and their devices. Companies are recognizing to stay competitive; they must improve upon existing practices to enhance the end-user experience.   PCM delivers faster speed-to-market, lower TCO costs and improved end-user experience with a wide portfolio of Service offerings.

The following chart displays PCM's Engagement Management integration model to deliver an enhanced end-user experience with proven operational and financial performance. ■

## PCM End-User Enchancement Model

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