OVERVIEW

Burwood Group, Inc., a global IT consulting, professional and managed services VAR, came to RAY ALLEN in 2006 looking for an IT Asset Management solution that would streamline their processes, create internal efficiencies and increase customer satisfaction. RAY ALLEN has now been working with Burwood for over 15 years and manages their entire customer install base, enabling them to achieve their desired business outcomes and provide a better experience for their customers.

The CHALLENGE

Prior to teaming up with RAY ALLEN, Burwood felt they were too reliant on manufacturers and clients for install base data and contract information. This meant that data inconsistencies and delays made providing actionable business insights difficult. They knew they wanted to no longer be reliant on their clients and manufacturers, and that they needed better tools and more streamlined processes to help clients handle their IT lifecycle management responsibilities.

The SOLUTION

When Burwood started working with RAY ALLEN, the asset management solution focused on change management tasks tied to specific assets, providing organization and visibility into their clients' install base data. It has since evolved into a strategic and proactive level of service for Burwood's clients. RAY ALLEN's solution provides enhanced insights derived from data analytics, and focuses on maintaining core IT asset management best practices. It includes data migration, training, enhanced reporting, quoting and the ability for Burwood to tap into RAY ALLEN as an extension of the delivery team.

RAY ALLEN's Asset Lifecycle Management with Insights (ALM/i) solution provides Burwood with:

- Global Assessments, in which RAY ALLEN performs audits across multiple IB datasets from various organizations to reconcile any and all data discrepancies
- Data management, including renewals and Cisco cases
- Process books, to document and help streamline processes
- An accurate and comprehensive Unified Source of Truth for each of their customers' install bases
- Dedicated customer support that is Burwood-badged and has direct interaction with Burwood customers

The RESULT

By working with RAY ALLEN, Burwood has seen the following improvements:

1. Enhanced data quality, integrity and reliability
2. Increased bandwidth and productivity, enabling the Burwood sales team to focus on other high-value responsibilities
3. Improved customer relationships and retention rates
4. Visibility and better management of software assets and consumption

Both Burwood and its customers have experienced substantial benefits as a result of RAY ALLEN's solution. For example, one of Burwood's more prominent customers signed on with Burwood for 3 more years after saving $140,000 in maintenance credits through RAY ALLEN's RACS platform. Leveraging RAY ALLEN, Burwood's clients are often able to realize a more reliable and on-demand install base for analysis than through their in-house asset management tools or the manufacturer.

For Burwood, the relationship with RAY ALLEN has been transformational, due to RAY ALLEN's quality customer support and ability to adapt. RAY ALLEN's attention to market trends has also made them a valuable technology partner to Burwood.

This was well-articulated by Burwood's senior director of sales operations:

"I would recommend RAY ALLEN because they keep pace with market trends and are always looking around the corner to what is needed for lifecycle and asset management. This tells me they plan to be relevant and around for years to come, which aligns to some of our core goals related to operational excellence and customer experience."

- Dani Lockett, Sr. Director, Sales Operations

Contact RAY ALLEN to learn how we can help you harness the power of IT Asset Lifecycle Management to achieve your desired business outcomes.