



VMC SUCCESS STORY:

Online Advertising Center Management

When a leading software company needed quality control and project management in Washington and New York, they turned to the experts at VMC.

Overview

Country: USA

Industry: Technology

Service area: Sales Support

Customer Profile: A worldwide leader in software, services, and internet technologies for personal and business computing.

Business Challenge: The client needed to hire technical experts for recruiting, training, and project management, with performance and efficiency reporting for its online search media program.

VMC Solution: With tools for total management reporting, a pool of thousands of technical experts to choose from, and facilities already in place, VMC saved the client time, money and resources.

Benefits:

- VMC identified key areas for efficiency and drove best practices across the organization.
- The client's resources were freed up by utilizing VMC's facilities, hardware, software and IT support.
- By increasing productivity and efficiencies, the project increased in size and scope.

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Business Challenge

A worldwide leader in software, services and internet technologies needed technical experts and project management for their new electronic advertising campaign, launched in May of 2006, as part of their operations for their home page search and advertising department, to service mostly Fortune 1000 Advertisers nationwide in placing paid search ads on one of the most-visited Web sites on the Internet—which receives more than 60,000 hits per month.

In addition, the VMC team was asked to provide customized weekly and monthly reports, and technical editorial for electronic advertising, as well as for the online advertising research tool.

Since the client needed to focus on its core business, they looked to VMC to provide a total project management and technical support solution.

VMC Solution

With state-of-the-art facilities in place, VMC provided the space, infrastructure, and connectivity with project leads and project managers for a "train-the-trainer" solution.

The team comprised of a program manager as the direct point-of-contact for the Client; a team lead and 18 technical experts based in both Redmond and New York. They worked in three phases:

Planning, Set-Up & Team Organization

Go-Live in Redmond & New York:

- Refine Plan
- Select Employees
- Execute VMC Orientation & Training
- Execute Client Orientation & Training
- Complete Project Charter
- Execute Timecard Training

Process Improvement

Ongoing:

- Perform on-going Process Excellence through best practices and proven methodologies
- Continuous optimization of services through regular reporting

VMC Solution

The VMC teams delivered:

- Weekly status reports detailing project activities and progress to ensure that tasks were completed on time and in alignment with the overall project requirements
- Monthly summary reports
- Quarterly business reviews
- Resource utilization reports
- Feedback surveys to ensure customer satisfaction
- Employee career pathing and attrition mitigation plans
- Project plan detailing implementation and ongoing engagement

The VMC team went to work to analyze and produce a work flow for project needs, design an efficient process and generate a program to develop input screens and lookup tables for ease of reporting. Now, there is a process in place which enables the client to access real-time reports with the click of a button. This business intelligence is just what the client needed.

Results

Because VMC has access to global resources and thousands of technical experts, they put a plan in place to meet aggressive timelines, surpass schedule expectations; gain a new workforce management and service solution; and lower costs without a break in service.

The original project timeline, was for initial launch (30 days), but has been ongoing now for almost one year because of the teams speedy performance and quality of work garnering a **99% satisfaction rating**. Now the project is expanding in depth and scope as VMC adds technical experts to teams in Canada and NY.

About VMC

VMC is a project management and technology services company specializing in testing, development, IT and technical support solutions. VMC provides consulting, project management, and technical services to give an innovative face to traditional outsourced IT services. From quality assurance and product testing, to in-depth technical support expertise and IT implementations and service management, VMC delivers high quality, expert project management and communications to help global companies manage more efficiently and effectively.

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