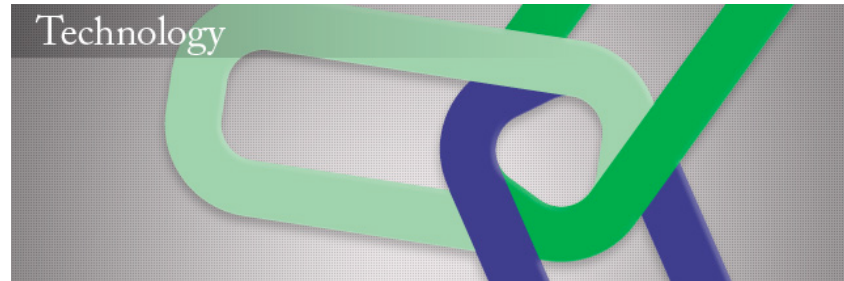


CASE STUDY

## Marketing Services Firm Aligns IT Organization With Business Objectives



Improves Reliability, Data Security, and Customer Satisfaction

**Problem:** A marketing services firm that manages direct marketing programs for large financial services clients was well-positioned to capture a significant share of the market provided they could offer reliability and protection of sensitive customer data. However, their data center experienced several highly visible system failures and other performance issues which were jeopardizing their ability to manage large-scale programs and putting revenue and customer relationships at risk. While the IT team was working hard, the projects they were working on were not addressing root causes.

**Solution:** Progility Partners conducted an assessment and determined that the IT organization was not structured for optimum performance and accountability, and that the current team lacked experience with process control – a critical factor for success. Executive management engaged Progility Partners to lead the efforts to install new IT leadership, hire a new IT team with deep operations expertise, to define and implement industry-standard processes and implement IT project portfolio prioritization to align IT activities with business objectives.

**Result:** Within the first 6 months, system reliability and service delivery improved dramatically, data security was strengthened to exceed audit requirements, and customer satisfaction for both internal and external customers turned sharply positive.

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