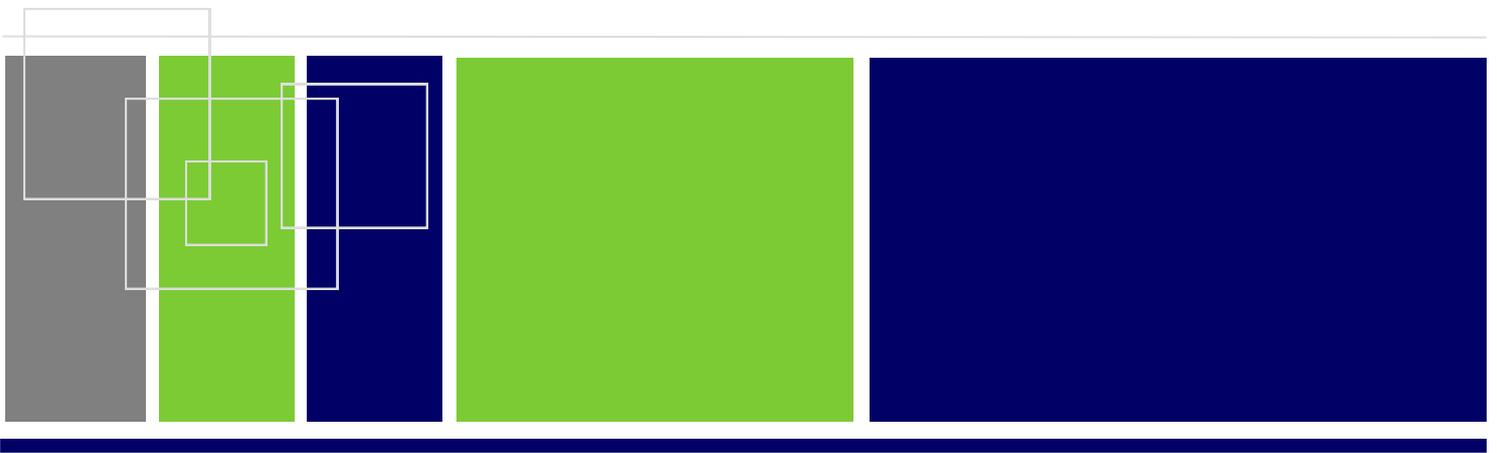


VersaDev



versaSRS HelpDesk

Case Study Interview: Australian Satellite Communications

We are an established software development company, with extensive experience creating .NET software: HelpDesk, Rostering, CRM and OH&S, among others. Our particular strength has been in developing custom enterprise work-flow solutions.

VersaDev can provide a thorough understanding of business and technology issues whilst allowing for a tightly managed and coordinated approach to each project.

We have employed Microsoft .NET-based technologies in order to provide highly stable software solutions for small to medium customers as well as larger enterprises.

Case Study / Interview – Australian Satellite Communications

Organization:

Australian Satellite Communications

Where Solution Used:

Adelaide, South Australia, Australia, Northern Territory, Australia

URL:

www.ascs.com.au

Industry:

Technology

About the Organization:

Blah.

Key VersaDev Products Used:

versaSRS HelpDesk

Key Technologies Used:

MS .Net Framework 1.1
ASP .Net
MS SQL Server 2000
MS Exchange 2000
MS .Net Windows Services
Active Directory
Web Services

versaSRS HelpDesk

BACKGROUND

Australian Satellite Communications Pty Ltd (ASC) which is part of the Australian Satellite Communications Group of Companies has a wealth of experience in providing satellite communications services throughout the Asia – Pacific region, and is able to provide turnkey solutions for customers in very tight timeframes.

ASC is committed to setting the standard for satellite communication systems from both a cost and functional perspective providing value for investment. Our solutions adopt the most current proven technology standards allowing us to offer a robust, secure and cost effective satellite communication system which meets the functional requirements of our customer's project specifications.

INTERVIEW

Michael Blake, Service Manager, Australian Satellite Communications.

DATE

12/01/2010

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Michael Blake, Service Manager, Australian Satellite Communications

Case Study Interview – Australian Satellite Communications

Who are ASC?

Australian Satellite Communications provide satellite communication equipment to a wide range of corporate and government customers around the globe. We supply data and voice communications throughout the Asia Pacific region, from fleet management to hand held devices. We focus on the mining, defence, maritime, entertainment, education, transport, agriculture and Oil & Gas industries.

Prior to using versaSRS HelpDesk ASC had used spreadsheets and paperwork to manage projects and customer requests for work. As their customer base grew they began searching for software to solve their issues.

We were looking for a ticketing system and had been aware of VersaDev through CommunicAsia in June 2008 and had a good understanding of what they did. We looked at versaSRS HelpDesk and it seemed quite good to us. And we were very happy it was simple to use and would let us do what we required it to as a ticketing system.

Then we won a large government contract. The contract required pages of monthly reports and I was reading at the time about what versaSRS could do with regard to reporting and soon realised versaSRS could fulfil those requirements as well. The system allows us to monitor, support and maintain equipment bought by one of our major customers simply by using the Assets Management tools within versaSRS.

Each month we can report on KPI's and we use versaSRS wholly and solely for that purpose.

What products had you reviewed prior to using versaSRS HelpDesk?

We looked at a number of packages, quite a number, and what was worrying to us was how little customer support there was. And there were hardly any local agencies. We wanted to deal with someone locally as we figured it would take a while to bed down the implementation of the system.

We also wanted to work with someone who would tell us "Yes, we can do this, yes we can do that." That was high on our wish list. We downloaded a trial version of SRS and played around with it. Our technicians investigated it to see if it could be tailored to suit our business. It was nice surprise to experience such excellent local technical support.

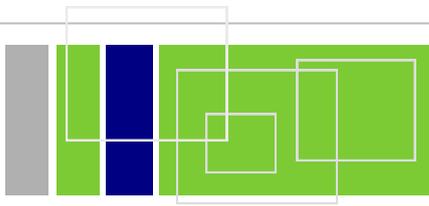
"Right from the start the idea was to keep it as simple as possible. We wanted it as simple as we could get it – but we want as much information out of it as we could possibly get."

What were the deciding factors to choose versaSRS?

We looked at a lot of trial versions but it was the VersaDev pre-sales support that helped make our decision. versaSRS is an off the shelf product that can be customised and tailored to suit our business requirements. Most companies said "No" and some said "Maybe", but with VersaDev we had a "Yes".

Was versaSRS easy to implement?

A ticketing system was the first thing we wanted to do, and because we were coming from having nothing, we didn't know what a ticketing system should have.



How many staff members are using versaSRS?

We didn't bring in asset management until we had a large contract up and running. We needed to track all of their assets. We only put their assets into the system. Then we went ahead and purchased the versaCRM module of versaSRS, which we are about to roll out. We want to see the assets belonging to a contact in the versaCRM.

Three months after we initially rolled out versaSRS in the service area, we launched it through the entire business. We started putting times against tickets. So we are starting to see greater time management, and the ability to report on time spent on any given customer or tickets.

From our point of view, part of the advantage with this package initially was that we didn't to have it all working. It works without having it all going at the beginning.

35 licences, 10 of us at any one time. Two staff in Darwin and 8 staff in Adelaide, with Engineers using it from time to time.

We are starting to roll out the system so that our project management team are using it as well. We are not only using the tickets, but using the tasks within tickets.

We are creating forms within tickets now, so when a specific job that is done over and over again such as a new installation there are set parameters that we need to know; IP numbers, geographic locations, serial numbers, etc. So we have designed a form that is on the database, so that one of the administrators in engineering can just fill out that form, assign it to a ticket, and then it goes downstairs. So in that way we are developing the uses for versaSRS all the time.

Now that we have been using the system for 12 months and we are quite happy with it, we are now starting to develop the SQL reporting side of it, which is a lot more tailor able.

Right from the start the idea was to keep it as simple as possible. We wanted it as simple as we could get it – but we want as much information out of it as we could possibly get.

Did you know what versaSRS was capable of?

Initially we didn't know the software could manage the project management side of things. However we do know that you can use a ticket based system for project management. A lot of our projects are two and three day jobs that have 5 days of administration leading up to it. Everything can be done in tickets.

The physical running and the administrative side of the project are handled totally by versaSRS.

With the implementation of the CRM module, a sales person can go into the customer's details, and see their previous purchases. Some of our customers might buy a dozen different systems from us because they have a dozen different drilling rigs. From an asset management point of view we can look at it quickly and say, well this is what you bought last time and how has that worked? And this is what you bought the time before.

How did you train your staff to use versaSRS?

We required no formal training. We trained the techs at their desks and they basically used it. We then rolled it out to other members of the company and we just trained them one on one.

What is the biggest impact versaSRS has made on your business?

There are two things we have made a lot of use out of:

1. **We can deal with the customer on their first phone call with the help of the knowledge base.** So if the customer has a problem we don't have to say I'll get back to you when I find out the information. We can do it right there on the spot - it's all in the knowledge base. So that's the first thing. As we started putting the system together after a couple of months of putting information in the knowledge base we started seeing this library develop, so after that we decided to

put as much in there as possible.

We discovered the knowledge base early in the piece and started using it for our own technical information. So if we discover a solution to something, we take snapshots and put it all in the knowledge base. So if a technician is dealing with a customer and they have a problem such as "How do I put an IP address into this type of OS?" then they can search the knowledge base and there might something there with all the screenshots and the technician can go through on the phone with the customer.

We have an extensive knowledge base in versaSRS. Every new thing that comes to us, sheets with relevant material and referenced material, and things like that, we modify it and we put it into the knowledge base. It is very good for finding solutions for customers.

The nature of this business is that our techs are out on the road as well, so the guy who is good at Seatel satellite antenna might be out on an offshore rig installing a new antenna, and the guys here in the office get a call, and they can then bring up in the knowledge base "How do I calibrate the ship's compass to this antenna?" Previously, if that tech was unavailable, we would have to go through old manuals or search the internet for a solution and say "I'll get back to you". Another benefit has to be less paperwork.

- 2. The tickets themselves.** A lot of our customers are mining and exploration companies, running drilling rigs – and they move regularly – and each time they move – they have to ring us and give us their new location and we have to do a series of tests on their remote satellite site to make sure that the signal is sufficient.

versaSRS HelpDesk gives us the ability, which we didn't have before, when customers ring in ad hoc and announce they have moved, to record what we did with them and what the phone call conversation was and to record their new locations, because previously jobs would come to us as a new install.

We had no record of the continuity of conversations. We had to deal with everything on a case by case basis. People would ring us up and we would fix the problem. That's still our philosophy today – if someone rings up we want to solve a problem quickly. In doing that though we need to know has this customer had the same problem a number of times before?

That is important when you are selling or installing a system. Or when you are talking to a customer on the phone and you can see a history of communication that tells you they need a lot of help, you take the time to help. We also sell support packages so the information is useful to determine approximately the number of hours they have used up until any given time.

"In the case of our largest contract we were able to provide more than the Service Level Agreements. We are a long way ahead of a lot of the other contractors."

How do you think versaSRS may have impacted on your business?

Going back to our major government contract, we are required to deliver specifics. They need to know how many calls we have received during a month and need to know what percentage of those calls were resolved within their KPIs. How many calls were escalated to Level Three and what was the resolution?

And then from an asset management point of view, "how many spares do I have and where are they?" So that for us makes life easy. We still do 40 pages of reports every month for them. We were able to write our own report queries and manage them within SRS.

Most customer problems we solve within one or two phone calls, in which case we do not give them a ticket number. If it is an ongoing issue we will let the customer know the ticket number.

How do you think versaSRS may have contributed to your customer's satisfaction?

In the case of our largest contract we were able to provide more than the Service Level Agreements. We are a long way ahead of a lot of the other contractors.

I think we are pretty well regarded by our peers in this industry as having excellent customer support. Whenever anyone rings in for support they know they are getting technicians and engineers on the phone with them, and those technicians and engineers have a lot of the information in front of them now. They can use the knowledge base, or look up histories and deal with problems right there and then.

We are very happy with the way that everything works. There are probably a thousand things that versaSRS does that we are still not aware of.

About VersaDev

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