

# IDBS' Investment in Hornbill's Supportworks Achieves 100% ROI Within Six Months



## Business Benefits:

- Customer support team handles 30% increase in calls with no additional headcount.
- Customer self-service portal provides customers with round the clock accessible support.
- 100% ROI reached in six months.
- Integrated call logging with email has reduced manual administration time, freeing up analysts.
- Improved data collection now able to be used by the development team.

Leading drug discovery solutions company increases customer support capability by 30% using service management software.

Founded in 1989, IDBS is a leading drug discovery software solutions company.

IDBS' expertise in biology and chemistry data management provides solutions for the life sciences industry. IDBS Software products provide low risk, high value management solutions for all aspects of research. It enables discovery organisations to capture, analyse, store and share research data.

### Key Business Goal

Effective customer support is high on the company's business goals, with scientists at more than 200 of the leading discovery research companies globally, including the world's top twenty pharmaceutical and biotechnology companies, using IDBS' flagship product, ActivityBase.

To deliver effective product support, the IDBS Customer Support team has invested in Hornbill's Supportworks as its service management solution. Since the deployment of the solution, the IT team has seen measurable efficiencies in both support costs and resource.

### Maximising Headcount

According to Adam Paton, Customer Support Manager at IDBS; "Since June 2008 we have had a 30% increase in support calls and self service enquiries following product releases. Thanks to Supportworks, we have managed to service these numbers with no increase in staff - previously we would have had to employ at least two extra full time support technicians to handle such a volume of calls."

Paton credits this achievement not only to the efficient workflow processes within Supportworks, but also to the customer self-service portal that is now

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Adam Paton,  
Customer Support Manager  
at IDBS

in place. Previously, customers were able to access self help, though this was via the corporate website, a disjointed solution.

“The self-service element was a key business driver for us in our selection of Supportworks. We are actively promoting the concept of self help. Customers logging their own calls have saved a lot of administration time,” said Paton.

Paton believes that the success of the self-service portal is down to the quality of information that is available. The Customer Support team has populated the Supportworks knowledgebase with frequently asked questions and information. It has over 1100 articles and documents since implementing the system, adding over 50 new items per month.

### Cutting Administration Time

Another key factor in the success of Supportworks has been the integration of email with the call logging systems. The workflow processes ensure that calls are logged and tracked automatically, “The processes that Supportworks has enabled us to integrate have really cut down on our administration time, saving us at least half a man-day a week just on handling emails,” said Paton. “The lifecycle of calls - logging, allocating and closing - has been streamlined and saves time because it is integrated.”

The feedback from IDBS’ customers has also been very positive - the customer self-service portal enables them to access support at any time of the day or night and often is able to resolve their issue.

### Widening Customer Support

Following the success of the implementation, IDBS has also been able to provide support to customers of its ‘off the shelf’ standalone software product, as well as its enterprise solution. The Customer Support team has purchased a separate Supportworks licence to create a self-service site that supports customers of the software.

“The additional software product that we offer is in a slightly different market space, and does not go through the usual sales cycle,” explained Paton. “We have been looking at how we can support these customers for about three years, but not had the business case to support additional resource. Now we can draw upon the functionality within Supportworks to provide a solution.”

### Return on Investment

Another benefit from implementing Supportworks has been the improved data collection on problems within the central database. The development team is able to use the data to review software issues and bugs. In the past the data collected was inconsistently recorded. This has also improved communications between the internal support team and development team.

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