



Delivering Reliable BPO Services

Reliable Business Solutions and Services achieves strong growth and 10 percent savings through energy efficiency



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Mohit Adlakha, head-IT, Reliable Group

Customer profile



Company	Reliable Business Solutions and Services
Industry	Services & Consulting
Country	Mumbai, India
Employees	1000
Website	www.reliablebss.com

Business need

Reliable Business Solutions and Services needed agile IT infrastructure and highly responsive support services to ensure the company could meet their BPO service level agreements.

Solution

Reliable Business Solutions and Services selected Dell™ PowerEdge™ servers, a Dell PowerVault™ network attached storage, Dell Latitude™ laptops, Dell Optiplex™ desktops, and Dell ProSupport™ to support their BPO services.

Benefits

- Reduces energy consumption by approximately 10 percent
- Delivers competitive advantage through IT investment
- Increases mobility and delivers efficiencies for senior management
- Ensures business continuity through responsive support services
- Increases application response times and performance by approximately 15 percent

Application areas

- End User Computing
- Green Efficiency
- Mobility

Reliable Business Solutions and Services (RBSS) is a Business Process Outsourcing (BPO) company based in Mumbai, India. RBSS is a subsidiary of the Reliable Group, a company worth U.S.\$200 million, which was established in 1984 as Reliable Exports, an international garment exporter, and in 2006 ventured into the real estate business and today owns properties in Mumbai measuring almost 3 million square meters in prime commercial areas including Reliable Tech Park and Reliable Plaza.

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Mohit Adlakha, head-IT, Reliable

To establish their presence in the Business Process Outsourcing (BPO) industry, RBSS was founded as a new business in 2010. RBSS provides domestic customer acquisition and retention, call center, and transaction processing services. As a BPO organization RBSS has strict service level agreements (SLA) in place with each client. To be successful within this highly competitive industry, RBSS required an agile, standardized IT infrastructure that could store call data recorded during customer interactions for time periods as specified by clients and ensure the company met compliance regulations.

Assurance of quality and professional services drives business growth

RBSS manages the end-to-end operations within its call center, including the provision of human resources, training, quality assurance, operations, performance management systems, and field support. The company works within a range of verticals throughout India including telecom, insurance, and banking and financial services.

To meet the requirements of growing business and mobile senior management team, RBSS chose to standardize their IT environment on Dell, a long-term partner of the Reliable Group. Mohit Adlakha, head-IT, Reliable Group, explains, “Our key requirements when working with an IT partner are to ensure we receive high quality solutions and highly responsive support services. We wanted a partnership that would enable us to guarantee the delivery of professional services to our customers, and we have experienced this level of service from Dell over many years.”

While primarily an internal function of the company, RBSS acknowledges that the IT infrastructure used by BPO companies is becoming increasingly relevant to customers. “Customer perception becomes important when comparisons are being made between BPO providers. They will visit competitors and assess the level of investment each company has made in their infrastructure. Our choice to work with Dell has definitely given us a competitive advantage in the market,” comments Adlakha.

Delivering energy efficiency and increasing application performance

RBSS selected Dell Latitude™ E5410 and E6410 laptops for senior management. Adlakha comments, “We specifically wanted a stable, highly durable laptop solution that would be sufficiently rugged to withstand travel and constant use by senior managers.”

Technology at work

Services

Dell™ Support Services
– Dell ProSupport™ Next
Business Day Onsite Service

Hardware

Dell PowerEdge™ R710 servers
Dell PowerEdge R510 servers
Dell PowerVault™ NX3000
Network Attached Storage
Dell Latitude™ E5410 and
E6410 laptops
Dell Optiplex™ 380 desktops



Energy efficiency was top of mind when desktop solutions were considered to power the call center and company operations.

Call center staff are using Dell Optiplex™ 380 desktops. "With a large number of staff, we wanted desktops that were energy efficient and would consume less power, while delivering high performance. If we can save on energy it will have a direct impact on the business. With the Dell Optiplex desktops we estimate to have saved approximately 10 percent in overall energy consumption," confirms Adlakha.

RBSS deployed Dell PowerEdge™ R710 and R510 servers, connected to a Dell PowerVault™ NX3000 Network Attached Storage (NAS) solution. Customer requirements determine the specific allocation of servers, with data either held by the customer, or onsite within the company's data center. Adlakha explains the storage decision, "As a BPO company we need to store data for a certain period as specified by our clients, whether it be a month, six months, or a year, and so we needed a secure storage solution to meet these specific short-term capacity requirements."

Mission critical applications such as the company's customer relationship management (CRM) system are stored on the PowerEdge 710 servers, with the PowerEdge 510 servers being used as network and domain servers. "With a robust server infrastructure the responsiveness of our applications has increased, boosting their performance by approximately 15 percent," confirms Adlakha.

Ensures business continuity through responsive support services

Business continuity is critical to the company as downtime has an immediate impact on the BPO business and the company's ability to deliver its services. RBSS employs server redundancy and purchased Dell ProSupport™ Next Business Day Onsite Service. Adlakha explains, "The level of support services provided will always give vendors an edge in this market. We guarantee 99.9 percent uptime to our customers, and face penalties if we are unable to deliver to our SLAs. This means we need a highly reliable infrastructure, with the assurance of having a highly responsive solution provider."

Based on strong market growth for their BPO services, RBSS currently has plans to open three new centers in Chennai, Kolkata, and Noida, and will continue their long-term partnership with Dell. "We can confidently predict the response and outcome to support requests on our infrastructure, which ensures that our customers continue to receive the highest level of service from our company. Dell has been the perfect partner for our company and we've appreciated the strong contribution they have made to our growth," concludes Adlakha.

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The Efficient Enterprise runs on Dell: efficiententerprise.com

