

Case Study:

How Reckitt Benckiser turned their IT help desk outside in.

“With our IT environment having evolved rapidly over recent years, we needed a help desk designed to meet these changing business needs and support our internal IT applications.”

John Doran, Regional IS Director ANZ, Reckitt Benckiser



Reckitt Benckiser is the world No.1 in household cleaning products (excluding laundry) and a leading player in the health and personal care industry. With operations in 60 countries, sales in 180 countries and net revenues of over \$6.75 billion, it is truly a global company.

Reckitt Benckiser is passionate about delivering better solutions to their customers and for over 75 years, families have depended on its revolutionary products with famous brands including NapiSan, Preen, Mortein, Aerogard and many more. When their Australian business operation was reviewing its IT help desk and support services, they partnered with **PicNet Information Technology Solutions**.

The Challenge

Marketing and distributing millions of products around Australia, Reckitt Benckiser depends heavily on their IT and telecommunications systems every minute of the day. With multiple applications, a range of platforms and hundreds of staff, a highly efficient IT help desk is critical in maintaining productivity and efficiency.

As their business systems and applications changed, so did their IT support needs. While they found they needed more onsite services and more day to day support for internal business applications, they were not convinced that employing an in-house team was the best option. Reckitt Benckiser had identified a number of specific requirements that their IT help desk solution would need to fulfil:

- **Free up internal IT staff** to focus on strategic projects rather than handling support requests
- Provide an **in-depth understanding of internal business applications** to help staff get the most out of them
- Offer **cost-effective on-site support** during business hours to increase speed of responses
- Work alongside internal IT staff to ensure **continuous process improvement**

To meet these objectives, Reckitt Benckiser began evaluating the options for the most efficient and cost effective way to streamline support requests and services.

Case Study:

How Reckitt Benckiser turned their IT help desk outside in.

“With our IT environment having evolved rapidly over recent years, we needed a help desk designed to meet these changing business needs and support our internal IT applications.”

John Doran, Regional IS Director ANZ, Reckitt Benckiser

The Solution

Having worked with PicNet on a previous risk management planning project, John Doran – Reckitt Benckiser’s Regional IS Director ANZ – engaged PicNet’s IT Support Services to work with them on implementing a service that would align with their internal applications and business objectives, while providing the flexibility and efficiencies of an outsourced solution.

“I’d worked with the consultants at PicNet before and I knew that if I could immerse them in our business and then harness their technical expertise – there’d be benefits all round. It was definitely the quality of the people that set PicNet apart.”

The best of both worlds

PicNet proposed a solution that delivered all the benefits of an outsourced solution, plus the advantages of an inhouse team. A PicNet engineer now works full-time inside the business, so as well as knowing Reckitt Benckiser’s systems, they are available onsite for ad-hoc fixes.

During downtime, this engineer can collaborate with Reckitt Benckiser’s internal IT team on more in-depth infrastructure projects, maintenance or improvements. Outside business hours, remote VPN access and phone resources are available, so Reckitt Benckiser can get immediate support whenever it is needed.

In essence it’s an outsourced IT solution with internal resources. To develop a team of

people who really understand the business, PicNet rotates this engineer every couple of months. This has the added benefit of bringing in fresh ideas from other sites and also allows the help desk resources to be expanded when needed, as was the case during a recent merger when extra training and support were required by new staff members.

The Benefits

Reckitt Benckiser has identified a number of significant benefits since the solution was rolled out including:

- Fast response times are possible with an onsite resource
- Understanding the business applications means an efficient and high quality IT support service
- Help desk resources can be quickly scaled up or down as required
- Staff can concentrate on strategic projects and not be burdened with support requests
- These benefits have translated to significant cost savings for the business

“The solution delivers fast, high quality IT support. PicNet has already become part of the team, interacting closely with our business analysts and IT teams to get results and minimise downtime,” says John Doran.