

**Case History:****01.06.06**

## Prolog UK

More than ever, organisations are driving their IT managers to focus IT spend where the business will get best value and biggest return. No longer can managers adopt the 'buy Big Blue' approach, seeking the perceived security of the big vendors whilst, inevitably, paying a premium on price.

At least, that's the theory. In practice, human nature dictates that we tend to be wary of new vendors, no matter how good the product or its price. In the past, return on investment was been much abused by salesmen in an attempt to break down this barrier. Today, that is not good enough. IT Managers need to 'experience' the product, the service and the people involved, before parting with the company's hard-earned cash.

This was the scenario faced by Richard Mawson, Head of IT for marketing services provider Prolog. For too long, Prolog's 10-strong IT department had been using helpdesk software that had served well but was well past its prime. Despite the usual reluctance of users to change, Richard could see the unreliability of the software was impacting business performance and decided to replace it.

Having consulted the big names amongst the helpdesk software providers, Richard was surprised and disappointed to learn that his relatively modest requirements would incur a price of more than £9,000. After a little more searching, though, Richard came across ServiceDesk Plus, part of the ManageEngine range of software tools offered by the India-based software developer Adventnet.

With a feature set to match the market leaders and at less than half the price, ServiceDesk ticked all the boxes as far as Richard's requirements were concerned. But could he put that all-important trust in a company unknown to him:

"Immediately, their web site was very encouraging. Case studies, awards, demonstrations, good literature and free trials – it's all there. The forum was very active, which I think is always a good sign, offering some really useful support. But it was the people that really convinced me. Unusually, their software developers provide the technical support, so when you call with a query, you're actually talking to the guys who designed the software. You really feel you're getting good service."

Having bought ServiceDesk, and the honeymoon period over, has the decision to go with ManageEngine paid off?

"ServiceDesk has transformed the way we deal with IT issues and greatly improved our service delivery. The queuing and business-rules features are excellent and the knowledge base is invaluable. We can now log each job and track it through to resolution, keeping a dialogue going with the end user."

“It’s working so well that we’re considering expanding the reach of the helpdesk to a broader, centralised facilities management role - a sort of one-stop shop for all technical issues. Support from the UK distributor, Networks Unlimited, and from Adventnet continues to reassure me we made the right move.”

Any regret’s about not going with one of the better-known vendors?

“To the contrary. Most businesses, like Prolog, aren’t prepared to pay over-the-top prices just for the pleasure of working with a big brand. It’s my duty to get the best value for the business and, so long as new vendors put effort into building the customer relationship, then customers like me will make the switch. In this respect, ManageEngine is exemplary.”

### **Prolog UK**

Prolog is one of Britain’s leading outsourced service providers for e-commerce solutions and mail order fulfilment operating a national storage and distribution infrastructure and advanced systems technology.

Prolog Marketing serves both commercial and public sector clients with POS handling, bulk literature storage and distribution, mailing services, bulk collation and packing and database management. These core services are supported by design, publishing and in-house print.

Prolog Connect provides inbound/outbound telephone marketing and customer services whilst Prolog Logistics specialises in national and international supply chain solutions.



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