



MANAGED SERVICES CASE STUDY

# Sweet Smell of Success

Sonata lets leading fragrance house focus on formulations by taking care of its IT infrastructure

## Client Overview

The client is a 50-year-old company, and is the largest fragrance-only perfumier in the world. It provides high-end perfumes, fragrances for personal care, scents for homes and deodorants.

|                                    |                                    |
|------------------------------------|------------------------------------|
| Customers<br><b>100+</b> countries | Presence in countries<br><b>19</b> |
|------------------------------------|------------------------------------|

## The Pressure Points

The company employs hundreds of scientists with specialized skills to create fragrances from a variety of sources. A large part of their work involves managing formulations and revolves around their fragrance library – which contains thousands of formulae. The company needed to invest in tech to enable business growth but decided to outsource their tech infrastructure management as it was not core to their business.

|   |  |   |  |
|---|--|---|--|
| Lack of in-house expertise or resources to manage and maintain complex IT systems   | High costs associated with hiring, training, and retaining IT staff                | Difficulty staying up-to-date with the latest technologies and best practices in IT infrastructure management | Difficulty meeting compliance and security requirements for sensitive data and systems |
| High downtime and poor system performance due to inadequate maintenance and support | Difficulty scaling IT infrastructure to support business growth and changing needs | Lack of flexibility and agility to respond to changing business needs and requirements                        | Difficulty providing reliable and consistent IT services to employees and customers    |

## Solutions

Sonata put together a dedicated remote BAU (Business as Usual) team to support the customer. The team was structured to provide support across multiple locations: the UK, Dubai, Hong Kong, India, China, Malaysia, France, Germany, and Colombia.

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|---|---|---|
| Shared-services model (24/7) for infrastructure managed services to ensure lower cost of operations | Self-healing scripts and automated systems that can bring cost savings and optimization | Productivity improvements through process and resource levers |
| Improved security through deployment of specialized tools   | Disaster Recovery solution implemented  |   |

## Results that Speak Volumes

### Business Benefits

|   |                   |                                |
|---|-------------------|--------------------------------|
| Improved reliability and uptime           | Improved security | Greater focus on core business |
| Operational optimization using automation |                   |                                |

### By The Numbers

|                            |                                     |  |
|----------------------------|-------------------------------------|--|
| Cost savings<br><b>30%</b> | First Call Resolution<br><b>75%</b> | Backlog of unresolved tickets monthly<br><b>&lt;2%</b> |
|----------------------------|-------------------------------------|--|