Case Study

Fortune 200 IT Services Co.

Fortune 200 IT Services Company

Transforms & Accelerates Customer Engagement with Real-Time Matching of Capabilities to Client Needs

INDUSTRY
Technology

USE CASE
Digital transformation engagement tool and delivery accelerator

GOAL
Real-time capability matching and road-mapping in new client proposals

CHALLENGE
Inability to search and compare details of their technology engagements globally

SOLUTION
Use Neo4j to analyze and map new client requirements to their complete solution ecosystem

RESULTS
– More targeted use-case recommendations for clients' digital initiatives
– Multi-million-dollar revenue increase through accelerated solution design

This Fortune 200 IT Services Company helps organizations digitally transform their operations and processes, including customer engagement and solution road-mapping. Using Neo4j graph technology, it has built a multi-dimensional model of all previous client solutions and accurately maps client requirements to its extensive capabilities in real time. The resulting 'Digital Explorer' platform lets sales teams generate customized recommendations on demand, and accelerate solutions delivery, leading to rapid results for customers and a multi-million-dollar increase in revenue. Deeper analysis of client projects and needs also informs their product development, partnerships and HR/skills planning.

The Company

This Fortune 200 IT Services Company prides itself on delivering a tangible, measurable impact for clients through digital transformation. The 130,000-employee organization, which spans 80 countries and all vertical markets, has its roots in IT outsourcing, but today provides complete technology-driven business solutions.

The Challenge

In a crowded market, the Fortune 200 IT Services Company is continuously looking for new ways to differentiate its proposition to customers. It has an impressive back catalog of existing digital transformation projects, which it wanted to be able to exploit more readily to win business.

"We had limited visibility of what we had delivered before," they said. "But we needed to do more than simply list everything in a database. We wanted to be able to map and match capabilities onto what we were hearing from the client, and what they were saying in their strategy papers and company reports, to present the ideal recommendation and create the most effective transformation roadmap – and do this in real time, in client meetings."

The Solution

As a pioneering IT company, they were already aware of the potential power of graph-based data modeling for representing and analyzing complex data relationships.

A technology paper convinced them that Neo4j's particular take on graph technology, its scalability and capacity would be ideal for cross-analyzing and matching the IT company's credentials to new clients' needs in real time. Meanwhile, the ability to drill down into existing solutions, to identify the building blocks for new projects, would help accelerate delivery.

Case Study

> "We no longer use PowerPoint presentations to illustrate what we can do for customers. We simply use the graph. Rather than look at how the Internet of Things or blockchain might affect a market, we can build a digital roadmap – on the spot."
>
> – *Global Technology Transformation Lead, Fortune 200 IT Services Companyy*

After looking at alternative options, including creating data visualizations on top of a traditional relational database, the Fortune 200 IT Services Company persuaded the financial stakeholders that only Neo4j had the power, capacity and scale to represent the millions of data relationships they wanted to model and cross-analyze.

"Neo4j stood apart as having the capabilities and capacity we needed," said the IT company.

The Results

The Digital Explorer initiative started out as a modest eight-week pilot to be rolled out via four two-week sprints. But Neo4j is now a 2.5-year-old global business staple at the IT company, such has been its impact. The powerful graphs and smart analytical algorithms have transformed the way account teams propose, plan and coordinate new client digital transformation solutions, driving a multi-million-dollar increase in revenue.

Today, the multi-dimensional data model represents more than 1 million data relationships, spanning half a million data nodes – fielding knowledge about everything the Fortune 200 IT Services Company is currently working on, has ever worked on and is planning for the future. It also covers their partner capabilities, spanning its entire extended ecosystem. Early users even commented that Digital Explorer could do away with client requests-for-proposal (RFPs) altogether, because the Neo4j graph technology's analytical algorithms are so advanced and the recommendations so well targeted.

As one global head of sales put it, "One day, we'll all look back and wonder how we ever managed to engage with clients without this."

"We no longer use PowerPoint presentations to illustrate what we can do for customers. We simply use the graph," he explains. "Rather than look at how the Internet of Things or blockchain might affect a market, we can build a digital roadmap – on the spot," he says.

The Future

Word of Digital Explorer's potential has spread across the whole Fortune 200 IT Services Company, so that now the HR department is using the graph-based platform to model and plan for future skills requirements, based on analyses of all client projects. The Neo4j-based platform informs internal review board meetings too, providing on-demand insights to direct investment and strategic planning.

"We can achieve all of this via our Neo4j graph platform," said the IT company. "The algorithms are very powerful, spotting subtle patterns the human eye might miss – not just a growing client interest in augmented or virtual reality, for instance, but what it is in client strategies that might be triggering this.

"Neo4j has become the collective brain of the organization – representing everything we have ever done, are doing now and will be doing in the future."

Questions about Neo4j?

Contact us across the globe:
**info@neo4j.com
neo4j.com/contact-us**