



## The Synet Service Architecture™: Blueprint For The Future

It has been said that vision is the art of seeing the invisible. The Synet Service Architecture™ is Synet's high-level vision of where IT support should be, thereby achieving a successful "end-state" after all improvements have been made. This client-focused, process-driven blueprint is designed to consider the entire life cycle of an event (problem or request), and beyond with Continuous Process Improvement. It maps the recommendations to discrete processes and functional elements that work in concert throughout the support "network", meeting the evolving needs of distributed systems computing.

"Over the past five years, the Synet Service Architecture™ has evolved into the foremost IT support architecture for information-intensive businesses," says Michael Wethington, President of Synet, "This success is evidenced by the number of leading corporations who embrace the architecture and it's innovative integration of people, process and technology. In addition, Synet has customized the architecture to meet the individual needs of our clients."

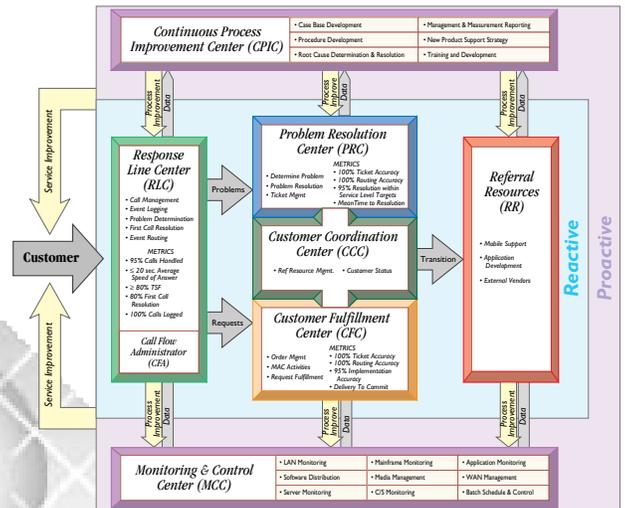
"What we do is worry about how to

make technology work," adds Vice President of Operations Bart Greenwood, "Customers we work with have hundreds of millions to billions of dollars invested in their technology. It is consequential whether it works or not, if it wasn't it would be foolish to have that kind of investment. Therefore, if technology is not available, the people who are in charge of making the money for the company can't do their jobs, and that's consequential. That's very real and very tangible ... hard dollars."

"The trick is how do you get an organization to live within a structure or process, to create a space they are going to live in. We don't build stuff for people, we help people build where they want to live. That's fundamentally different. The typical consulting approach is, 'I build an answer, I put the door on the answer, I install the lock set, I cut the key

and then I give the key to you'. Hence the 'turnkey' solution. That doesn't work. What works is when your customer is with you every step of the way, they are bought in every step of the way. They agree with every step of the process, they're there with you. That's what works, and we're the best at it."

- Jeffrey Paul



At final stages of development is an interactive multimedia journey through the Synet Support Architecture™ entitled "Life of a Problem".

The presentation demonstrates the effective resolution of a problem in each of the architecture's main domains, as well as an in-depth drilldown of various levels of activity in each component.



## FEATURES

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## Synet Lives Its Corporate Values

Two of Synet's seven corporate values are caring and teamwork. We strive to live those values every day, and several recent events provided opportunities to contribute to the community.

On April 25th, twenty-one local radio stations sponsored an event for flood relief. All of the stations staffed booths in front of the Target Center where people could donate needed items as well as cash, and many stations also broadcast from the Target Center. Synet employee contributions, combined with a corporate matching donation, resulted in \$2,072 for the flood relief campaign. Synet associates walked to the Target Center to present the donation, where company president Mike Wethington delivered the donation to KTCZ and had the opportunity to talk about Synet on the air. The event in total raised an impressive \$780,000 for flood relief.

Several Synet associates also participated in the AIDs walk on May 18th. This is one of many

walks held around the country to raise money for various AIDs charities and research efforts. Team Synet raised over \$1000.

As you may or may not know, Synet associates routinely contribute to the "buck jar", a permanent fixture at Synet meetings. Whenever an associate slams someone, in a good-natured way of course, they must put a dollar in the jar. Periodically the funds in the buck jar are then donated to charity. Early in 1997, Synet gave \$390 in buck jar proceeds to Sharing and Caring Hands. This organization provides food, clothing, shelter, and most importantly hope to those in need.

These are visible examples of our corporate values of caring and teamwork, which are also displayed in hundreds of less visible ways every day.

- Kim Ross



The annual Synet Values Award Program is meant to recognize those Synet associates who have best demonstrated the values of the organization. The first Values Awards were presented at the associates Winter Blues Party held on Thursday, March 13th, 1997. The selection was based on feedback from all associates, with final determination made by the president and founder, Michael Wethington. In the nomination request memo he stated, "I believe that one of our critical success factors will be our ability to continue to nurture our company values in a positive way...". A plaque is now on display in the Minneapolis office listing the annual winners of each award. It is meant to congratulate each individual on their accomplishments, act as a continuous reminder to all associates that our values are the glue that holds us together as an organization, and help us focus on a unified vision to reach our goals with pride and respect. Congratulations to all!

- Tom Cameron

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## Careers In Technology



Synet Service Corporation participated in the Careers in Technology portion of the Strictly Business Computer Expo with a recruiting booth for its second year. This year's expo at the Minneapolis Convention Center was the largest yet, with attendance of

approximately 43,600. Several Synet Associates took time to represent us at the booth and talk to potential associates about Synet. We have received some great resumes thus far, and in the near future will receive a copy of all of the resumes submitted to Careers in Technology. We again received many compliments on the Synet booth, and thanks to all who helped with the planning and presentation.

- Jacki Swanson

## Quick Win Corner



To meet business plans many IT organizations today are planning to upgrade operating systems, networks and business applications (i.e. Windows NT, SAP and TCP/IP). To help ensure this successful conversion, Customer Support managers must pro-actively prepare for the impact these complex changes may have on the support environment.

To maintain service level objectives Customer Service managers must:

**Predict** - how many additional support calls and what process time (talk time, after call work and resolution time) will be added to the support process as a result of the change. How many additional skilled resources will be needed, and what training is required. Which service levels will be impacted. And finally, what are the associated support costs to maintain service objectives.

*Deliverable: Impact Analysis*

**Plan** - a course of action based upon your predictions. This plan should include a organizational, process and technology strategy to counteract the negative impact the business technology change(s) may have on the support delivery process.

*Deliverable: Action Plan*

**Present** - your impact analysis and action plan with key business partners, IT managers and staff. In order to achieve buy-in your presentation must contain a business case. Ideally, the business case should include quantifiable cost and service degradation avoidance.

*Deliverable: Presentation Document*

**Prepare** - your organization and customers. To manage expectations, communicate your

awareness level and transition plan to your customers and the organization at large.

*Deliverable: Communication Plan*

**Project manage** - your action to coincide with business technology roll-out schedule. Most importantly, your implementation activities should be slightly ahead of the roll-out. This allows time for organizational readiness and refinement.

*Deliverable: Project Plan*

By putting these five basic steps into practice, you will be positioned to quickly prepare and react to the impact complex technology change will have on your ability to deliver consistent quality service.

- Justin Williams

What better living example of the Synet Quick Wins Methodology™ than the Synet/Allstate Team. In four short months the team has brought up a pilot of the full Synet Service Architecture™ servicing the Home Office of Allstate Insurance Company in Chicago. The team started with empty space and no existing call center. Four months later, through the combined efforts of Synet and Allstate, a full Response Line Center, Traffic Management Unit, Mobile Response Unit and Problem Resolution Center are in place. On their first day of operation the team posted truly world-class results.

Well done (left to right) Sal Ellis, Donna Bahara, Bart Turner (seated), Wayne Christensen, Rocky Kostick and Matt Arnold.

Also recognition to Jerri Fosdick and Don Lucas (not pictured) for their contributions. Thanks for showing Allstate that 'You Are In Good Hands' with Synet.

- Bart Greenwood



## Synet In Europe

Usually when Synet's customers think of restructuring their IT support services they think of new technology, improved processes, more effective employees and satisfied customers. Sometimes, however, Synet's work involves helping in decision-making, and creating a common vision out of very different needs.

Such was the case this winter when three Synet associates (Bart Greenwood, Justin Williams and Jerri Fosdick) facilitated the work of representatives from four countries and five business units for Pfizer, Incorporated. Their mission was to develop an architecture for IT customer service that would meet the global needs of corporate IT as well as the local needs of the countries and businesses.

The first session was held outside of London, England, where the group met to establish themselves as a working advisory team to create a vision and outline a future architecture that would improve service to their customers while optimizing shared services.

The second session was held in Brussels, Belgium, where the same team came together to refine and build upon the vision of shared services and increased customer support for Europe. The successful outcome of these sessions exemplifies Synet's recognition that people and their varying needs must be

factored into any long-term re-engineering solution.

- Jerri Fosdick



## PROJECT UPDATES

**Fortune 100  
Insurance  
Corporation**

On May 5th, Synet and this leading company's teams successfully implemented the first release of the "Home Office Support Domain". The "Home Office Support Domain" at this point is, what we call, a "mini support domain"; a Response Line Center (RLC), Problem Resolution Center (PRC), Traffic Management Unit (TMU), and a Mobile Response Unit (MRU), all on a smaller, "mini" scale.

The scope of the first release has been confined to the customers on NT workstations and within pre-determined business units. Keeping the first release on a smaller scale has provided the domain support staff and management the opportunity to optimize the processes and methods for support in the "new" environment. Since the first release delivery on Monday, 5/5, customer and management feedback has been extremely positive. The project teams now have the challenge of capitalizing on, and maintaining, the momentum achieved. The domain support team is extremely enthusiastic and has been quoted saying, "Bring it on, we are ready". By that, they mean, bring on the second release.

Planning is well under way for that second release which is scheduled for the middle of June. This release will encompass the LAN/Server communications support areas as well as company e-mail support. This is the beginning of many releases that are expected to take place as the support domain evolves from the current state (80-100 calls per day) to the future state (anticipating 1400-1500 calls/day) by years end.

The analysis of the "field" support organization and planning discussions are currently under way with the newly established "Field Support Domain Team". The expected outcome of these discussions is a recommendation to management as to what the field organization will look like - the "preferred future state". Approval of the recommendations will lead to the development of detail project plans and a project team to execute the implementation of the team recommendations.

- Rocky Kostick

**Fortune 200  
Pharmaceutical  
Company**

For the last three months, Synet has been involved in the largest and most Comprehensive Discovery, CSP, and Customer Survey engagement to date. The scope of the work involved investigation of business and research operations in North America, England, France, Belgium and Italy. The result of the discovery engagement and survey work will be the basis of an integrated project plan that accommodates insource and outsourced customer supports groups. High-level architecture for the global environment will focus on building a single problem and knowledge management infrastructure and consolidation of existing third-level vendors. Current activities with the client also entail minor customer support modifications to the corporate help desk operation in



order to provide some 'quick wins' and establish the report framework for the global engagement.

- Nick Reller

**Fortune 100  
Insurance  
Corporation**

In April, this organization successfully implemented a Problem Resolution Center (PRC). Prior to PRC implementation, problem resolution was dispersed throughout the organization with over 50 escalation points for the RLC and no area was solely responsible for problem resolution. The PRC group now manages and "owns" problems on behalf of the customer and IT organization. The PRC is now working with the CPIC staff to track and trend problems to reduce problem resolution times, provide feedback to development areas, and conduct root cause analysis.

- Don Lucas

## PROJECT UPDATES (CONT.)

**Fortune 100  
Insurance  
Corporation**

This major insurance corporation is currently engaged in the Implementation Readiness portion of Synet's services. This includes providing a benchmark analysis of operations, a customer satisfaction survey, an organizational effectiveness survey, recommendations for optimizing performance of the help desk and an implementation project plan.

This major insurance corporation is in a challenging environment. The company is moving towards a shared services model where IT functions, previously located within individual business units, will be centralized. Through this consolidation, the help desk expects call volumes in excess of 40,000 calls/month by the end of 1997. In addition, over the next year 7,000 new laptops will be rolled out. Synet looks forward to helping this organization meet the support demands they will soon be facing.

- Curt Strait

**Fortune 100  
Electric  
Utility**

Just over three months into implementation, several milestones have been achieved. In March, the High Level Design of the support architecture was completed. In April, the Interactive Voice Response (IVR) system was implemented with an automated mainframe password reset option. In addition, an event management system has been selected, purchased and installed for testing and training purposes. The foundation of a Customer

Coordination Center (CCC) has been established, as well. This group is currently handling customer status calls, and will eventually become a single point of contact for referral resources.

Progress in the other initiative areas is on track as well. Job descriptions have been written for the Continuous Process Improvement Center (CPIC), training and organizational development plans have been prepared and a shell of the procedure guide is being drafted. In addition, floor plans for the new facilities have been prepared.

Members of the project team are gearing up for the cutover of the CPIC and the Response Line Center (RLC) over the summer. Implementation of the Problem Resolution Center (PRC) and the Customer Fulfillment Center (CFC) will continue through spring of '98.

-Patrice Reid

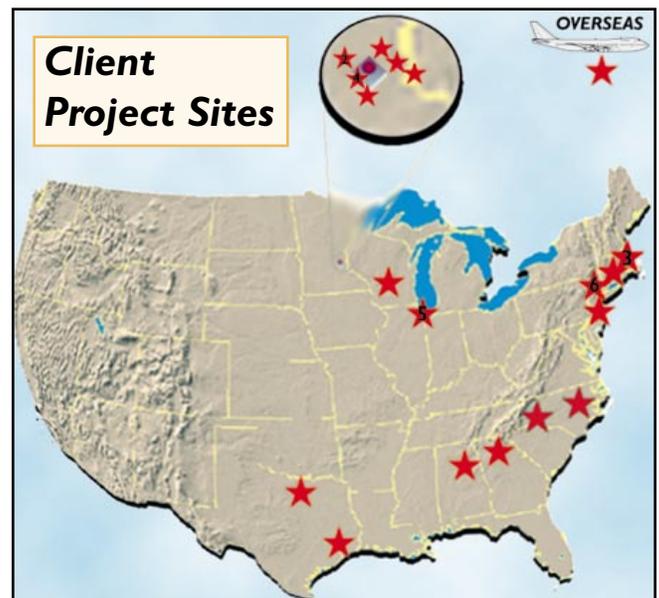
IVR automation is implemented, the call/problem management tool is implemented, PRC procedures are being developed, Intranet self help is being developed, training continues on schedule, and BT executive support continues to be strong.

Synet is taking a giant step with the implementation of global call & problem management with this major financial corporation. The work involves leveraging project deliverables from the NY project and integrating Peregrine Service Center (call/problem management tool), a Rockwell ACD and Timbuktu (remote control software) to provide an extended "follow-the-sun" response capability through off-hour overflow support and desk top remote control. The anticipated end state remains a cohesive customer support system providing 24x7 IT support on a global, but not extravagant, scale.

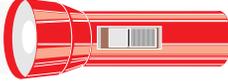
- Joe Kurpiewski

**Fortune 200  
Commercial  
Bank**

Two of the three planned phases are complete at this ten-month mark. London has remained involved in the development of process and technology to facilitate the upcoming global roll out. In NY, management and staff are in place for the RLC, CPIC and PRC. In terms of components,



**Client  
Project Sites**

**ASSOCIATE SPOTLIGHT** 

Jerry Kuefler  
Director of Sales

Jerry Kuefler, the first salesperson at Synet and responsible for the early development of the Synet sales process, will be celebrating his four-year anniversary this summer. His confident, tenacious and personable style have been invaluable in Synet's continued client business growth.

After serving in the Army during the Vietnam War, Jerry spent five months backpacking across Europe. Upon returning to the states, he utilized his college education and became an English teacher, which he held for two years. Jerry then went on to receive a MBA degree from the Graduate School of Business at St. Cloud State University, where he graduated Magna Cum Laude (#1 in his class). He has over twenty years experience in the areas of direct sales and senior executive management, including six years at Xerox Corporation where he achieved the title of Sales Manager.

Jerry keeps busy in his leisure time with his son Brett. They enjoy their annual skiing trip to Big Sky, Montana. When time permits,

Jerry also enjoys attending concerts of his favorite artists, such as Tina Turner and Tower of Power.

- Lynn Lasser



Jerry Kuefler

**Synet parties away those winter blues!**



**Synet Represented At ABA Conference**

For the fourth year, Wayne Christensen has been invited to speak at the American Bankers Association 1997 Operations and Technology Conference, to be held from June 2 through the 4th at the Renaissance Hotel in Washington, D.C. There are four tracks to this conference, specifically Operations, Call Center, Home Banking and Internet. Wayne will be giving his presentations on Monday and Tuesday in the Call Center Track. Marketing Director Kim Ross

worked with Wayne on putting together the 45-minute speech and presentation, which is entitled "Are You Maximizing Your Investments in People, Process and Technology".

- Wayne Christensen



**ANNOUNCEMENTS**



**NEW HIRES**

- Kim Ross - 1/2
- Wayne Christensen - 1/6
- Diane O'Donnell - 1/6
- Matt Arnold - 1/13
- Donna Bahara - 1/28
- Dennis McGuire - 2/18
- Jon Marshall - 5/1
- Karla Scott - 5/19

**ANNIVERSARIES**

- Sharon Berndt - 1/2 (1 yr.)
- Curt Strait - 1/3 (1 yr.)
- Jeff Paul - 3/15 (2 yrs.)
- Sal Ellis - 3/25 (1 yr.)
- Jacki Swanson - 3/29 (2 yrs.)
- Rocky Kostick - 4/17 (2 yrs.)
- Lynn Lasser - 4/18 (2 yrs.)
- Nick Reller - 5/15 (2 yrs.)
- Bart Turner - 5/15 (2 yrs.)

Best Wishes to Bart & Jenny Turner who were wed March, 1997 in Maui (Kapalua Bay).

