

Charting a Perfect Partnership between Jeppesen and Apex IT

Background

In the early days of aviation, pilots used roadmaps, railroad tracks and their memories for navigation. Flying, not surprisingly, was a perilous business. Elrey Jeppesen, a pilot who knew the dangers firsthand, changed the face of aviation in the 1930s when he started a company to market the first reliable navigational charts for pilots. Today, Jeppesen's company is the largest supplier of navigational services, training materials and other products for commercial and private pilots in the world, with more than 1800 employees and almost 500,000 customers. Currently, Jeppesen is in the midst of a major transformation, as it moves from primarily paper-based products to electronic delivery.

At a crossroads

In the late 1990s, Jeppesen implemented Vantive's CRM help desk product. When PeopleSoft acquired Vantive in 2000 and announced that it would upgrade Vantive customers to the PeopleSoft platform in 2002, Jeppesen knew it needed to change. In 2003, Jeppesen was at an important crossroads in providing support for its customers and internal help desk.

Even more compelling was the need to implement an enterprise-wide solution for the employee and customer support system. Several Jeppesen departments had customized the Vantive system, making it difficult to share information and streamline support processes across the enterprise. Concurrent with replacing the Vantive system, Jeppesen was also in the process of reshaping itself as a faster-to-market and more customer-driven company. The company knew a true enterprise-wide customer support system would enable it to solve employee and customer issues faster and more efficiently.

PeopleSoft seemed the logical choice to meet the challenge, specifically CRM version 8.8 Help Desk, Support, Quality and Self-service. But implementing a new enterprise application also required extensive implementation expertise. For that, Jeppesen turned to Apex IT after an extensive review of PeopleSoft implementation partners. With more than 150 PeopleSoft CRM implementations under its belt, and in-depth experience in business process consulting and re-engineering, Apex IT "gave us an extremely high comfort level," says Kelly Goering, Manager of Jeppesen's Enterprise Solutions Program Management Office. "With their experience in Vantive-to-PeopleSoft implementations, they knew how to help us avoid the potholes that others had hit. It turned out to be a picture-perfect partnership."



Customer

Jeppesen

Industry

Aviation navigation products and services

Business Challenge

Implementing an enterprise-wide help desk and customer support system to decrease resolution time and establish a self-service knowledge base

Apex IT Services

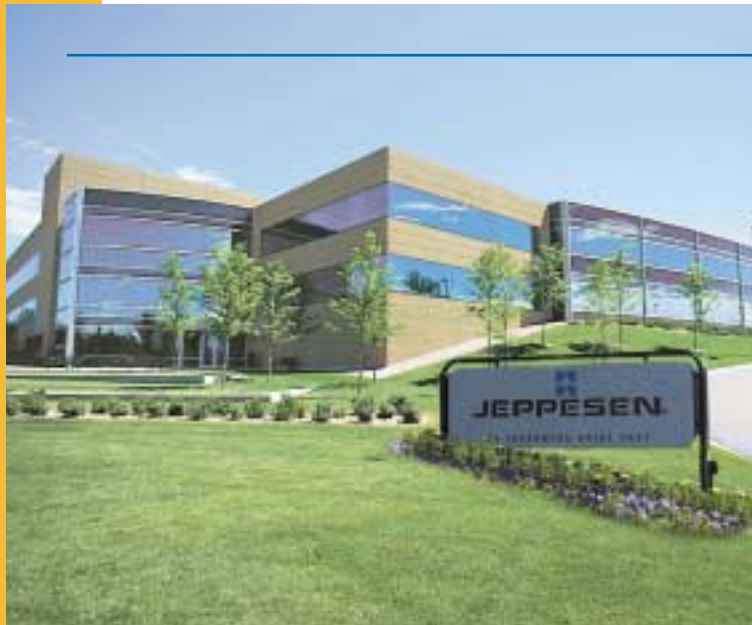
- Business process re-engineering consulting
- Application Integration Methodology
- Experienced in Vantive-to-PeopleSoft conversions

PeopleSoft Applications

- PeopleSoft 8.8 CRM Help Desk
- PeopleSoft 8.8 Support
- PeopleSoft 8.8 Quality
- PeopleSoft 8.8 Self-Service

Results

- Different help desks and databases replaced by central enterprise-wide system
- Decreased issue resolution time and rework
- Enhanced customer experience with increased first-call resolution
- Reduced case escalation
- Improved time to proficiency for new employees
- Reduced call volume via Web self-service
- Capture of cases, resolutions and workarounds for developers to address in product releases



Rapid prototyping

Apex IT assembled a team to work at Jeppesen's Denver headquarters. They collaborated closely with Jeppesen personnel on an implementation process that relied both on Apex IT's proven Application Implementation Methodology—a best-practices process designed to streamline implementation and take fast advantage of PeopleSoft out-of-the-box capabilities—and on techniques that were tailored to Jeppesen's specific objectives.

For example, Jeppesen wanted to get call center and help desk personnel up-to-speed quickly and use their feedback to refine application development, so as features were implemented, users were invited to test drive them. By using this form of user-driven rapid prototyping, Jeppesen and Apex IT advanced the pace

of development significantly and shortened the review cycle of the final "beta" version of the application. Users were also more accepting of changes in Jeppesen's business processes required by the new application, since they knew what to expect when the application went live.

Jeppesen also held off on most customizations during the first phase of the implementation and relied heavily on PeopleSoft's out-of-the-box capabilities. This was done not just to control expenses, but also to let users give feedback about which customizations were necessary during the second phase of the process.

Best use of time and money

Jeppesen went live with its PeopleSoft system in May of 2004, after a short and uneventful implementation process. Much of the success can be credited to the Apex IT/Jeppesen partnership, Goering says. "By working with Apex IT, we made the best use of our time and budget," she notes. "Apex IT has done it all when it comes to PeopleSoft CRM and knew how to make our lives easier. And they were always willing to go above and beyond the expected to make sure the PeopleSoft system was implemented just the way we needed it to be. In fact, the whole project team assigned to Jeppesen was fantastic. The way they were able to mesh with Jeppesen made it one of the best teams I've ever worked with."



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