



CUSTOMER STORY

How Bringing AMS Closer to Home Delivers High-Quality Service for A. O. Smith

Summary

A. O. Smith partnered with Syntax to move from a far-shore support model to a near-shore model and fine-tune the service for the best blend of dedicated and shared resources.

High Quality, Better Value AMS Experience

A global leader in water heating and treatment, A. O. Smith demonstrates an ongoing commitment to innovation, developing state-of-the-art solutions, and pushing new boundaries in the industry. As an SAP industrial manufacturer, A. O. Smith is always looking to maximize the value it receives from its SAP environment. As A. O. Smith has grown through acquisitions, operating and acting as one company has become a top priority, and that includes establishing a shared services IT model for the business.

With the IT function maturing, A. O. Smith wanted an Application Management Services (AMS) partner that was mature in its capabilities as well and

able to cover more SAP modules. To replace the incumbent's dedicated overseas AMS model, having a near-shore partner was of paramount importance.

"Having a team that is live in the same time zone is quite valuable when you think about it," explained Melissa Scheppele, CIO and Global SVP of Information Technology at A. O. Smith.

Looking ahead, the ideal managed services partner would need to deliver high value and flexibility at the same cost, offer transparency and visibility into the process, and share best practices to advance the quality of service to business users.

CUSTOMER PROFILE

Name: **A. O. Smith**

Industry: **Manufacturing | Water heating and treatment**

Headquarters: **Milwaukee, Wisconsin**

Solutions: **Nearshore Application**

Managed Services, Service Desk, and On-Site Technical (OST) support

Result

Cost-effective, transparent, and high-quality IT support delivered in the same time zone



Proven CSC Model and Innovative Thinking Differentiate Syntax

As part of the AMS RFP process, Syntax performed a ticket extraction from A. O. Smith's IT Service Management (ITSM) tool. A close review revealed several tickets being handled by the incumbent's AMS level of support that were fairly remedial, such as password resets. Syntax pointed out that such tickets could be handled more efficiently and at a lower cost structure by a Level 1 Service Desk. This observation blossomed into a proposal for Syntax to also manage the Level 1 Service Desk, leveraging the synergy between AMS and Service Desk support. With the near-shore Syntax Customer Service Center (CSC) offering a common entryway for A. O. Smith users, Syntax would efficiently triage and rapidly address support issues across all levels of support.

Among the most important factors that drove A. O. Smith's choice of the managed services provider was Syntax's comprehensive and coordinated approach to managed services support, ranging from Level 1 Service Desk to on-site technical (OST) support to AMS and beyond. The fact that Syntax observed and proposed a better approach for A. O. Smith's managed services needs demonstrated a next-level caliber of problem-solving, flexibility, and partnering made their proposal both differentiated and compelling as a long-term partner.

Expertise and Adaptability Transition to Ongoing Best Practices and Continuous Innovation

There was a good deal of internal angst around the prior service management tool and how it had been implemented. Furthermore, the tool did not provide a global, scalable solution. ServiceNow, Syntax's service management tool of choice, would provide a scalable solution that could also grow without geographic limits as A. O. Smith continued to grow globally, with full visibility of requests and incidents in the system.

By moving to Syntax, A. O. Smith left behind an incumbent AMS far-shore support model of 16 dedicated but high-turnover junior resources and

began reaping high-level problem solvers with extremely low turnover, working in the same time zone as the customer.

"Syntax has been flexible to work with us to fine-tune the service model for the best blend of dedicated and shared resources," explained Kim Bailey, SAP Integration Lead. "While the Help Desk is fully dedicated, Application Support is semi-dedicated. With AMS support, we're taking a very purposeful approach team by team."

Successful Partnership Delivers Key Advantages

Syntax delivered a winning one-two punch with AMS and Service Desk, meeting A. O. Smith's objectives for cost-effective, transparent, and high-quality IT support services for internal users. Among the most notable achievements and benefits:

- A shared, near-shore AMS and Service Desk model time zone support
- Actual in-region global availability, with locations in Europe, North America, and China to accommodate global expansion
- A CSC through which AMS, Service Desk, and OST tickets are logged and appropriately supported solving as close to the internal customer as possible to avoid unnecessary escalation
- Current and thorough documentation right out of the gate, with an established rigor to consistently maintain and update documentation from now on
- Transparency and metrics behind the managed services, showing precisely what is being done and how Syntax is getting there
- Responsiveness and open dialogue that strengthens a true partnership, with Syntax CSC resources and leadership at the ready to receive feedback and pivot where needed to advance continuous improvement



"Now, the teams are tighter, the volume numbers have gone up, things are getting closed quicker, and the [Syntax] team in Puebla is getting positive feedback from their A. O. Smith counterparts. I can't think of many other things that drive job satisfaction more than that."

Melissa Scheppele

CIO and Global SVP of Information Technology



About Syntax

Syntax is a leading global technology solutions provider driving enterprise transformation in the cloud. We help organizations modernize mission-critical applications through AI-enabled innovation, industry-tailored outcomes, and end-to-end solutions across strategic advisory, implementation, and managed services. Through our Boutique @ Scale approach, we tailor every engagement to our customers' priorities, blending boutique-level agility and care with the reach and resilience of a global enterprise. Supported by strategic partnerships with SAP, Oracle, AWS, Microsoft, and other technology leaders, we empower customers to scale faster, work smarter, and build for what's next.

Discover more at syntax.com | hello@syntax.com

