

# FIDESSA

## ENHANCING CUSTOMER SERVICE ACROSS THE GLOBE



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### REJI ALEX

VICE P RESIDENT, US SUPPORT OPERATIONS

Fidessa provides state-of-the-art trading and investment technology and services to 85 percent of the world's premier financial institutions. In support of its global customers, Fidessa has offices located in London, New York, Chicago, Boston, San Francisco, Toronto, São Paulo, Hong Kong, Tokyo, Paris, Singapore, Sydney and Mumbai.

Prior to using Bomgar, Fidessa's support technicians relied upon the user's description of the issue they were having along with screen shots of the user's computer screen in order to diagnose and solve issues. Because of the complex nature of Fidessa's trading platforms, exchanging accurate instructions and information with the user was often cumbersome and could lead to extended support calls.

### MEETING STRINGENT SECURITY NEEDS AND IMPROVING WORKFLOW

While Fidessa searched for a solution that could introduce efficiency and improve customer experience, total platform security was imperative.

"We needed a solution that would meet our stringent security controls as part of protecting both ours' and our clients' environments, and Bomgar was recommended by one of our larger US finance customers," said Reji Alex, vice-president of US support operations at Fidessa.

Fidessa were impressed to learn that Bomgar offers a version of its solution that's been awarded Level 2 Federal Information Processing Standards Publications (FIPS) 140-2 validation, a requirement for any cryptographic product used in a U.S. government agency network.

"We knew that by selecting a highly secure product it would enable us to make a compelling case to our clients for allowing us to use this tool," said Alex. After a very successful introduction of Bomgar in the US, the company took the decision to roll out Bomgar in the UK. "The regulations in the UK can vary greatly from the US, so there is more to take into consideration when accessing sensitive systems", explained David Bridge, head of EU service desk at Fidessa. "We've carefully introduced Bomgar to our client base in Europe and we are now reaching the stage where our customers are seeing the benefits and are requesting that we use the tool."

Using Bomgar has enabled technicians to gain access to a user's computer instead of providing verbal instructions. "Our software is very complex," said Alex. "Using screen shots to show issues was a tedious process, requiring our clients to copy and paste multiple screens. We sometimes struggled to fully understand their issues until we received a screen shot or some detailed information from the user. Bomgar allows us to work closely with the end user and enables us to deliver a higher quality of service at the point of delivery."

Remote support is further enhanced by utilizing Bomgar's chat feature, allowing end users to quickly communicate issues to Fidessa's specialist support staff. "One of the significant benefits from Bomgar is the session recording which allows us to capture issues as they are occurring and replay them, which aids with the resolution of the issue," said Alex.



## ATLAS TECHNOLOGY AND BMC REMEDY INTEGRATION FOR GLOBAL SUPPORT

Additionally, Fidessa is leveraging Bomgar's Atlas Technology to standardize its support services globally for the company's approximately 200 support technicians.

"Up until now we had Bomgar in the US, we had Canadian users who would use the New York installation and we had Bomgar in the UK. However, we did not have Bomgar appliances in all of our support locations, such as Sydney and Tokyo, so those reps did not have access. The Atlas Technology allows us to load balance reps in multiple locations across our appliances, enabling us to roll Bomgar out as a standard tool for all our support teams," said Bridge.

Bomgar's Atlas Technology allows Fidessa to scale support operations across multiple geographies by pooling licenses and load-balancing support sessions across aligned appliances. As Fidessa continues to grow, it will be able to add additional traffic nodes to scale as needed, sharing global licenses.

"Atlas will help our support technicians improve collaboration and enable us to take a global approach to support if an incident is moving from one region to another. The receiving region will know when a Bomgar session took place, the time it took place and the session ID so they can easily retrieve it and see its status," said Bridge.

Extending Bomgar to additional regions will allow Fidessa to gain greater flexibility with the use of its knowledge throughout its support services. Allowing Fidessa to truly leverage the global scale of its support service will greatly enhance the service that is offered to its clients.

The company is also planning to deploy the BMC Remedy IT Service Management Suite with the Bomgar integration. Combining Bomgar's secure, collaborative remote support solution with BMC's industry-leading incident management system will give Fidessa a complete support picture, allowing support technicians to provide excellent customer service in a more efficient manner.

## ACHIEVING IMPROVED CUSTOMER RESPONSIVENESS

"Using Bomgar has increased the company's responsiveness to customer issues, particularly in the UK because we have a more disparate customer base than in the US," said Bridge. "We have a large number of smaller, niche brokerage houses that are spread out throughout the country. Bomgar has been extremely helpful because we no longer have to send staff long distances to resolve minor issues, decreasing resolution times and enhancing the customer experience.

"Many organizations look at software and try to measure a return on investment," stated Bridge. "We look at it differently. If it is a tool that we believe will enhance the service to our customers, then it is something we consider worthwhile."

"We use customer surveys in the US, and the feedback about Bomgar has been hugely favorable," stated Alex.

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### ABOUT BOMGAR

Bomgar provides remote support solutions for easily and securely supporting computing systems and mobile devices. The company's appliance-based products help organizations improve tech support efficiency and performance by enabling them to securely support nearly any device or system, anywhere in the world — including Windows, Mac, Linux, iOS, Android, BlackBerry and more. More than 7,500 organizations across 65 countries have deployed Bomgar to rapidly improve customer satisfaction while dramatically reducing costs. Bomgar is privately held with offices in Jackson, Atlanta, Washington D.C., Paris and London, and on the web at [www.bomgar.com](http://www.bomgar.com).

