

# Case Study: Versapoint

## Managing growth in the telecoms industry

### Client Overview

In 1999 the American company Northpoint DSLA and Versatel, the Dutch mobile communications giant based in Benelux, joined forces to launch a pan European DSL provider named Versapoint.

### Scenario and Challenges

The start-up team faced aggressive and rapid growth targets, with one of the major challenges being controlling an unprecedented volume of transactions and orders. They need a faster, more flexible and more effective way of process-mapping new business procedures from start to finish, and they needed the flexibility to adapt the initial map as the company progressed.

### Solution

The Versapoint team selected control software, and working with Nimbus consultants they used the Enterprise Process Management approach to defining business processes to create an overall graphical view of the entire company's operations.

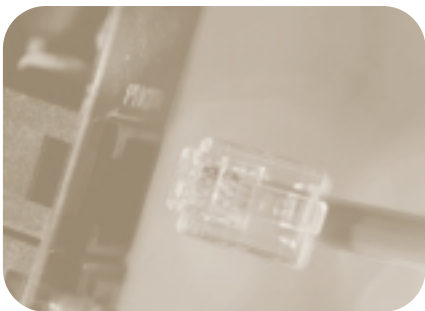
Because the EPM system was available on every desktop and the whole company was working from the same perspective, changes and improvements were made more quickly and efficiently than they could ever have been without the software. As a result, having a complete overview saved countless hours, effort and cost during the start-up, from producing system requirements right through to recruitment and staff training.

### Results

- Changes and improvements made more quickly and efficiently
- Greatly reduced start-up time scales and costs
- Dramatic reduction in training costs
- Versapoint was further ahead after six months than Northpoint had been in the US after 2 years

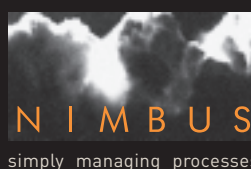
### Relationship

"control is the best tool in the market place," says Mittu Sridhara, CIO at Versapoint. "We experienced outstanding support from the Nimbus team. There is a real sense of partnership when working with Nimbus. None of us had ever experienced this depth of teamwork with external resources before."



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