Atrenta

Semiconductor Design Firm Revamps Customer Portal

Customer Overview

Atrenta is the leading provider of Early Design Closure® solutions to radically improve design efficiency throughout the IC design flow. Customers benefit from Atrenta tools and methodologies by capturing design intent, exploring implementation alternatives, validating RTL, and optimizing designs early, all before expensive and time-consuming implementations. With over 150 customers, including the world's top 10 semiconductor companies, Atrenta provides the most comprehensive Early Design Closure solution in the industry.

Challenges

When Manoj Bhatnagar joined Atrenta in 2007, the company had been using Agiloft's earlier product, SupportWizard, to manage email support for four years. With the contract up for renewal, Bhatnagar brainstormed ways to improve the support operation.

Atrenta had grown from roughly 50 to 300 employees and from 50 to over 150 customers since first implementing SupportWizard. Bhatnagar realized that the company needed to switch from email tracking to a complete web-based support system in order to meet increased customer demand. "Because everything was email-based, we sometimes got overloaded with email traffic and missed issues, probably about one per month," he said. "That doesn't sound bad, but it's a big deal since that one customer could have been very unhappy, especially if the issue was critical."

> "Agiloft offers everything we need — and more."
>
> — Manoj Bhatnagar, Sr. Director of Product Quality and Customer Satisfaction

In addition, Atrenta needed to better integrate its ticketing system into its existing bug-tracking system. There were links to bug system records in SupportWizard, but there was no automation between the two systems. They relied on a cumbersome manual syncing process using Excel spreadsheets. Bug information was not readily available in the system.

Industry

- Semiconductor Design Automation

Challenges

- Increasing number of customers and support requests
- Desire to replace email-based support
- Occasional missed issues
- No metrics for managing and improving the customer support operation
- No central portal for customers to submit requests and access software, training, and documentation

Agiloft Solution

- Provided customer support with full customer portal
- Connected the support desk to the existing bug-tracking tool
- Hosted SaaS

Benefits

- No more missed issues
- Increased customer satisfaction
- Improved account management
- Integration with bug-tracking system
- Easy access to customer feedback
- Data to improve thesupport operation
- Better scalability
- Increased efficiency

Date of publication: 11/20/2009

Bhatnagar also realized that he needed better reporting to drive improvements in his support operation. Customers sometimes had difficulty with FTP software downloads, and would contact Atrenta support staff for help.

Bhatnagar couldn't live with the status quo. He aimed to create a customer support portal that would integrate a web-based ticket management system as well as white papers, documentation, and more. "Our focus had been on gaining customers, not offering them a nice user environment. We resolved to give them something professional and nicely-done."

The Choice

Since Bhatnagar had a positive experience working with the Agiloft company, he decided to continue on as their customer. "Although I wanted a more complete solution, their system worked well," he said. "Most of my staff was already trained in its use. When we told Agiloft what we wanted, they showed us that their new product could do exactly that and more. It was a natural choice to continue working together." After all, the company had grown alongside Atrenta, and had released a much more comprehensive software product.

AGILOFT SOLUTION

For ease and cost-effectiveness, Atrenta availed itself of the opportunity to use Agiloft's Software-as-a-Service option. Agiloft's professional services team launched the system, and Bhatnagar and his staff were later able to completely customize its end-user interface to mimic the Atrenta website.

"Agiloft is a very good system for issue tracking. Yet it can be used for so much more. The ability to customize the infrastructure to do a variety of things is really tremendous."

— Manoj Bhatnagar

The implementation included integrating the information from Atrenta's bug-tracking tool into Agiloft. As a result, Agiloft could easily link bugs to multiple tickets and trigger automation whenever a bug was updated.

The result, which went live in March 2009, is a robust customer support system. Their system includes ticket management, ticket reporting and a self-service customer portal. Visitors can easily submit, review, and modify tickets, as well as download software. They can read documentation, white papers, and the system user guide. They can view searchable FAQs, participate in tools training, and watch videos.

og

Atrenta
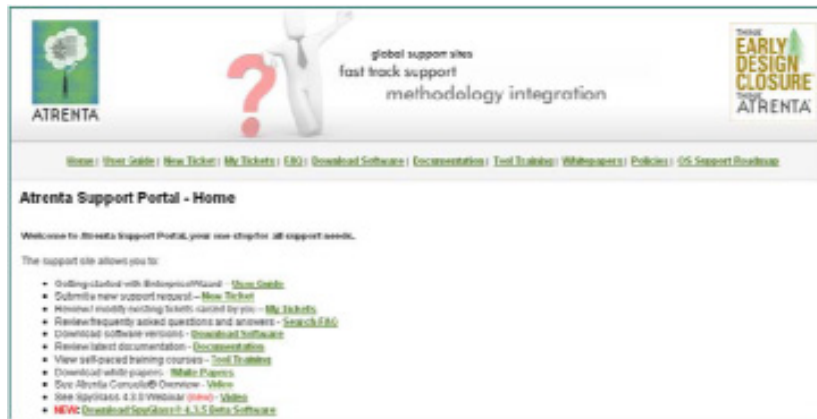
Benefits

- **No More Missed Issues** – With the system's comprehensive ticket tracking and reporting functionality, issues no longer fall through the cracks. For instance, escalation rules ensure that managers are notified when their intervention is required.

- **Increased Customer Satisfaction** – Having a full-service support portal helps Atrenta gain and retain customers. The company's sales team shows it to prospective customers, while current customers voice their appreciation of its features.

- **Improved Account Management** – Sales reps are automatically CC'd on their customers' support tickets, so they are better informed and can step in to facilitate communication as needed.

- **Integration with Existing Bug-Tracking System** – On a daily basis, the bug-tracking system imports data into Agiloft. It automatically updates linked support tickets with information about bug updates, and emails the assigned support technicians about the availability of bug fixes.

- **Easy Way to Get Customer Input** – When Atrenta offered users to download their beta software, at least 50 of their customers agreed to try it out and provide valuable feedback.

- **Data to Improve the Support Operation** – Graphical charts and reports provide insight into turnaround times, staff productivity, and backlogs. With this information, Bhatnagar can spot and fix bottlenecks to improve service. He is already using the data to set realistic goals for his staff to ensure that they respond to tickets in a timely fashion.

- **Better Scalability** – The system has seamlessly scaled from 800 users in July 2008 to 1400 users today. Agiloft's use of the J2EE platform promises scalability for millions of users without any performance issues.

- **Increased Efficiency** – Although the number of tickets increased from 250 in October 2008 to 450 in September 2009, the customer support staff only increased from five to seven employees. "We are definitely saving money," Bhatnagar said. A key reason: the software's automatic assignment and escalation functionality.

- **24/7 Access** – At any time, customers can add tickets as well as modify and view their existing ones. They can also access the FAQs, which sometimes enables them to fix problems on their own.

> "We are definitely saving money."
> — Manoj Bhatnagar

Let Us Show You

What Agiloft has done for Atrenta, it can do for you. Let us show you how. In a few hours, we can set up a custom proof of concept featuring your toughest business process. Give us a call to schedule a time.

About Agiloft, Inc.

Over 3 million users at organizations ranging from small enterprises to U.S government agencies and Fortune 100 companies depend on Agiloft's top rated product suites for Contract Management, Service Desk, Custom Workflow, and more. Agiloft specializes in automating processes that are too complex for competing vendors. Our best practice templates and adaptable technology ensure rapid deployment and a fully extensible system. For more information, visit https://www.agiloft.com.

Agiloft, Inc. | 460 Seaport Court, Suite 200 | Redwood City, CA 94063 | United States | 650-587-8615 | 1-888-727-2209 | info@agiloft.com | https://www.agiloft.com