



EnterpriseWizard Powers Full-Featured Customer Support Portal

“EnterpriseWizard offers everything we need—and more.”

– Manoj Bhatnagar, Senior Director of Product Quality and Customer Satisfaction, Atrenta Inc.

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 to capture design intent, explore implementation alternatives, validate RTL, and optimize designs early, before expensive and time-consuming detailed implementation. With over 150 customers, including the world's top 10 semiconductor companies, Atrenta provides the most comprehensive solution in the industry for Early Design Closure.

Challenges

When Manoj Bhatnagar joined Atrenta in 2007, the company had been using EnterpriseWizard’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.

After all, Atrenta had grown since it first implemented SupportWizard, from roughly 50 to 300 employees and 50 to over 150 customers. Bhatnagar realized that the company needed to switch from email tracking to a complete Web-based support system 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. However, it’s a big deal since that one customer could have been very unhappy, especially if the issue was critical.”

In addition, Atrenta needed better integration of its ticketing system to 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, and bug information was not readily available in the system.

Bhatnagar also realized that he needed better reporting to drive improvements in his support operation. Although SupportWizard included reporting functionality, his team hadn’t been using it. Furthermore, customers had nowhere to go to efficiently access critical materials or request training.

Customer Industry

Semiconductor Design Automation

Challenges

Increasing number of customers and support requests

Desire to broaden email-based support

Occasional missed issues

No metrics to use for managing and improving the customer support operation

Need for central portal for customers to submit requests and access software, training, and documentation

EnterpriseWizard Solution

Customer Support with full Customer Portal

Integration with Bug Tracking Tool

Hosted SaaS service

Solution Benefits

No more missed issues

Increased customer satisfaction

Improved account management

Integration with bug-tracking system

Easy way to get customer feedback

Data to improve the support operation

Better scalability

Increased efficiency

24/7 access

Customers sometimes had difficulty with FTP software downloads, and contacted 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, tools training, documentation, FAQs, downloadable software, and more. "Our focus had been on getting customers, not offering them a nice user environment. We resolved to give them something professional and nicely-done."

The Choice

Since Bhatnagar had had a positive experience working with the EnterpriseWizard 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 EnterpriseWizard 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 along with Atrenta, and had released EnterpriseWizard, a much more comprehensive product.

EnterpriseWizard Solution

Atrenta is using EnterpriseWizard's Customer Support solution. For cost-effectiveness and ease, it decided to opt for the vendor's hosted "Software as a Service" option. While EnterpriseWizard's Professional Services team launched the system, Bhatnagar and his staff were able to later completely customize its end-user interface to mimic the Atrenta Web site.

The implementation included integrating the bug information from Atrenta's bug tracking tool into EnterpriseWizard where bugs could be easily linked to multiple tickets and could trigger automation in those related tickets when a bug was updated.

The result, which went live in March 2009, is a robust customer support system, with ticket management and reporting and a self-service customer portal. Visitors can easily submit, review, and modify tickets; download software; read documentation, white papers, and a system user guide; search FAQs; participate in tools training; and even watch videos.

"EnterpriseWizard 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, Senior Director of Product Quality and Customer Satisfaction, Atrenta Inc.

global support sites
fast track support
methodology integration

THINK EARLY DESIGN CLOSURE
THINK ATRENTA

Home | [User Guide](#) | [New Ticket](#) | [My Tickets](#) | [FAQ](#) | [Download Software](#) | [Documentation](#) | [Tool Training](#) | [Whitepapers](#) | [Policies](#) | [OS Support Roadmap](#)

Atrenta Support Portal - Home

Welcome to Atrenta Support Portal, your one stop for all support needs.

The support site allows you to:

- Getting started with EnterpriseWizard - [User Guide](#)
- Submit a new support request - [New Ticket](#)
- Review / modify existing tickets raised by you - [My Tickets](#)
- Review frequently asked questions and answers - [Search FAQ](#)
- Download software versions - [Download Software](#)
- Review latest documentation - [Documentation](#)
- View self-paced training courses - [Tool Training](#)
- Download white papers - [White Papers](#)
- See Atrenta Console@ Overview - [Video](#)
- See SpyGlass 4.3.0 Webinar ([new](#)) - [Video](#)
- **NEW:** [Download SpyGlass 4.3.5 Beta Software](#)

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 such a full-service support portal helps Atrenta gain and retain customers. The company’s sales team shows it to prospective customers, while current customers have been voicing 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, data from the bug system is imported into EnterpriseWizard, automatically updating linked support tickets with information about bug updates, and emailing the assigned support technicians about the availability of bug fixes.

Easy Way to Get Customer Input – Atrenta used the system to enable downloading their beta software. At least 50 of their customers agreed to try it out—and many of them provided 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 and make sure 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. The J2EE platform promises scalability for millions of users without any performance issues.

Increased Efficiency – Although the number of tickets from October 2008 to September 2009 increased by 80% —from 250 to 450 per month—the customer support staff only increased by 40%, 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 and modify and view their existing tickets. They can also access FAQs, whose data sometimes allows them to fix problems themselves.

About EnterpriseWizard

EnterpriseWizard, Inc. (www.EnterpriseWizard.com) is the leading provider of powerful, easy-to-deploy, and cost-effective Web-based software solutions for business process automation, customer support and service desk, and CRM for organizations with complex products or services. It has attracted hundreds of customers, ranging from startups to leading edge companies such as Chevron, NEC and Emerson Electric.

“We are definitely saving money.”

— Manoj Bhatnagar,
Senior Director of Product
Quality and Customer Satis-
faction, Atrenta Inc.

For More Information

Call 1-888-727-2209 ext 1 to learn more about improving your processes with EnterpriseWizard.

Corporate Headquarters

EnterpriseWizard, Inc.
654 Bair Island Rd, Suite 300
Redwood City, CA 94063
United States of America

