



ISOdx Helps Netezza Solve Customer Issues Faster, Avoid Outages

The Situation

Netezza, a global leader in data warehouse and analytic appliances, was founded in 2000, acquired by IBM in 2010 and has more than 400 customers in 26 countries and five incident response centers. Netezza's appliance design is dependent on a qualified Linux software configuration. As a result, infrastructure changes such as security updates, Linux OS patches and customer changes to the configuration can cause business critical problems that are extremely difficult to identify and resolve. Some of the more complex cases have taken in excess of 400 man-hours and five days to be resolved.

The Solution

The Netezza group selected ISOdx based on the unique documentation, troubleshooting and analytical capabilities it provides. In addition, the group determined that ISOdx could be easily deployed in a matter of weeks and could be used under almost any customer scenario (including strict, customer-specific security and confidentiality requirements). Currently, over 400 systems are being managed using ISOdx. Jim Coleman, Netezza principal support analyst, says the following about implementing ISOdx:

- ISOdx was up and running and collecting information by noon on the first day of training.
- Training was completed in a single week in September, and the overall implementation and training effort was pain-free.
- ISOdx was implemented for our first existing customer in September.
- In November, Netezza began deploying ISOdx in each new appliance.

The Results

Prior to installing ISOdx in September, 2010, Netezza experienced six complex customer host issues that required significant time and effort to resolve. To date, there have been no protracted host system outages since ISOdx was deployed, removing a significant blocker to customer satisfaction and reducing support costs. In addition, the group's development resources have been able to focus on revenue-generating development tasks as opposed to troubleshooting customer support issues. In June, 2011, ISOdx Solutions was awarded an IBM Valued Partner Stevie Award in New York City in recognition of the value provided to Netezza. The American Business Awards are the nation's premier business awards program. Honoring organizations of all types and sizes and the people behind them, the Stevies recognize outstanding performance in the workplace worldwide.

ISOdx enabled Netezza to:

- Realize a **321% ROI** on their ISOdx investment in **six months**
- Improve customer satisfaction and loyalty



Netezza presents ISOdx Solutions with a 2011 American Business Association Stevie Award

ISOdx allowed Netezza to reduce Mean Time to Resolution by over 95% for complex host issues.

Without a solution, we would continue to run into host-based problems that we didn't have the tools to effectively and quickly troubleshoot. Many, if not all, of the problems tied up both support and development resources for significant amounts of time—and a homegrown solution is not practical from capability, resources, time to deploy and ongoing support perspectives.

—**Jim Coleman, Netezza**
Principal Support Analyst

ISOdx: The Fastest Way to Resolve Technology Support Problems

SSPA Recognized Innovator
For Proactive Support

TSIA Winner for
Innovation in
Infrastructure

American Business
Association Stevie
Award Winner for IBM
Most Valued Partner

Data Storage Top 10
Product

Topcat Finalist for
Outstanding Product

Society for Technical
Communication Award
Winner

Moving from Point to Strategic Solutions With ISOdx

While all the results from ISOdx have been positive for IBM/Netezza, they intend to extend usage of the product in new strategic ways.

For Support, they will make ISOdx an integral part of call home functionality, tracking customer utilization and configuration and link ISOdx diagnostic alerts to the knowledge base to proactively identify known solution matches. And, they will be actively pushing qualified security enhancements and updates to the field. For Quality Assurance, they will use ISOdx to compare new releases to old, and for Performance, they will be tracking parameters at the database level to check on trends and environmental elements that can impact performance. For Sales, they will check internal proof of concept systems for infrastructure changes before using them for new prospects.

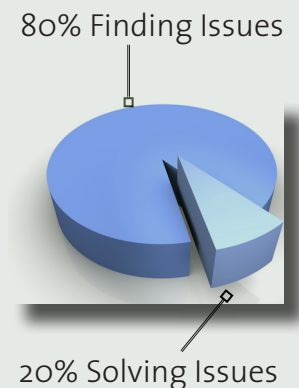
About ISOdx

Designed by support experts for support experts, ISOdx is the first and only proven software tool to proactively harness the power of change isolation for the fastest resolution of technology support issues. ISOdx advanced diagnostics gather data before issues arise and puts critical information at a support team's fingertips before the customer's first call. Using ISOdx, you can deliver unprecedented support by drastically reducing the time required to solve problems in any area of your customer's technology environment. Customer satisfaction rates have been proven to rise more than 300 percent and Mean Time to Problem Resolution a documented 92 percent.

ISOdx is a change isolation product designed to help tech support teams instantly pinpoint, to the character level, changes made to a customer's technical environment, reducing the diagnostic process from hours to minutes. The proactive angle here is that the system can automatically scan all customer implementations for any sign of known errors, or configuration problems, allowing tech support to fix the problem before the customer is impacted.

—John Ragsdale, Technology Services Industry Association Chief Technologist

According to Gartner, 87 percent of support calls are generated by infrastructure changes, and 80 percent of the time required to correct the problem is spent FINDING the issue. ISOdx slashes the time consuming search cycle by allowing you to immediately pinpoint changes.



ISOdx®

Netezza has realized cost savings in excess of three times the purchase price of ISOdx.

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