

# Sonovision India increases procurement efficiency by 80% with Dell Premier

The Head of IT at Sonovision India highlights the importance of technology in helping the company deliver its business goals, and their challenges procuring new solutions when old technologies end of life. To turn the situation around, he describes how the company adopted Dell Premier, which transformed their procurement process —**making it 80% faster, improving end-user satisfaction, and helping drive business growth.**

Sonovision, part of Ortec Group, is a global engineering services company specializing in technical publications for sectors including aerospace, nuclear and chemical industries. The company's operations cover Europe, North America and Asia, including India. Focused on technical development and project management, the Sonovision India operation, based in Bangalore, employs more than 500 technology professionals.

Yusuf Basith is the Head of IT at Sonovision India. He joined the company in 2010 as a Technical Author, and gradually gained promotions, becoming IT Manager in 2022 and then Head of IT in 2023. He shares his experience partnering with Dell Technologies and how Dell Premier helped transform their business:

## Background

“Technology plays a crucial role at Sonovision, supporting our core values of customer satisfaction, operational excellence and continuous innovation.”

“With increasing competition, we must innovate and find ways to work smarter. We're currently focused on automation and completely digitalizing our internal processes.”

“Technology provides the backbone to our organization, helping personnel improve customer service and achieve their career goals.”

“When I became IT manager in 2022, due to the impact of the global pandemic, more than 50% of our IT assets had reached the end of their working lives, and the remaining assets had no more than one to one-and-a-half years remaining.”

# Business Needs

“ We set the target of replacing our entire computer estate, including laptops and accessories, by the end of 2024 – and we’re set to meet our objective using Dell Premier.”

“ Our aging computers couldn’t deliver the necessary performance for the latest-generation software, so personnel felt their computers were slow and negatively impacting their efficiency.”

“ We lost time upgrading devices with additional memory or faster, bigger hard drives when we wanted to support the business in achieving its wider goals.”

“ We wanted to order computers monthly but couldn’t because of our procurement lead times internally. Instead, we had to buy in bulk every six months, making it harder to address sudden demands.”

“ Our Dell Technologies account manager presented Dell Premier and showed me how to place an order. It was the kind of ecommerce experience we were all familiar with as consumers.”

# Business Results

## Enhanced Procurement Process

“ Before we had Dell Premier, the procurement process took one to two working weeks; now it’s two days max – that’s 80% faster.”

“ Using saved standard configurations stored in Dell Premier, we save weeks of procurement time. It’s the most valuable feature for us.”

“ We had our new office in Pune up and running in half the time it took to open other offices in India by accelerating procurement of its servers, storage, networking and computer technology using Dell Premier.”

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## Cost Control and Growth

“ We drive growth while maintaining tight cost control by procuring technology for the business through Dell Premier.”

“ We can tender for new projects more effectively using Dell Premier to quickly calculate the costs of bringing in the right technology to support project teams.”

# Business Results

## Improved IT Efficiency and Service

“ We’ve increased employee productivity with Dell Premier by efficiently procuring right-sized solutions that help people work in smarter, more effective ways.”

“ Our asset management system alerts the team when a device is approaching the end of its working life. Using Dell Premier, a team member gets a quote for a replacement and drops that into our approval system. Once approved, the member places the order –it’s a completely digital workflow.”

“ By simplifying procurement with Dell Premier, employees get the technology they need when they need it, leading to increased satisfaction with their IT service.”

# Business Results

## Streamlined Processes and Expansion

“ We can accelerate the complete digitalization of our processes in the coming months by making procurement significantly more efficient using Dell Premier.”

“ Dell Premier is straightforward – you don’t need any training. I’ve given my asset management team access to it so they can handle deployment, maintenance and procurement processes.”

“ With procurement this easy using Dell Premier, we can guarantee new starters have the technology they need on their first day on the job to ensure a great onboarding experience.”

“ By using Dell Premier, I can focus less time on discussing the business’s technology needs and more time devising better solutions to drive expansion.”

– Yusuf Basith, Head of IT, Sonovision India



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