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CASE STUDY:
A Partnership Driven By Shared Success

SYNERGY & HSBC

Overview

In a partnership spanning more than 20 years, Synergy IT Solutions and HSBC have forged a strong alliance marked by trust, innovation, and strategic alignment. This case study highlights the evolution of Synergy IT Solutions into an enterprise deployment powerhouse through leading complex IT projects for HSBC, with a focus on successful execution of branch transition initiatives. Our rigorous planning, technology expertise, and meticulous execution have allowed us to consistently deliver maximum value, demonstrating the power of long-term partnerships in driving business success.

Background

Synergy IT Solutions:

For over 50 years, Synergy IT Solutions has served clients of all sizes, from local businesses to global corporations. Rooted in New York State, our network extends nationwide, with a specialty in complex deployments for enterprise clients. By leveraging our extensive experience and a robust partner network, our focus on smooth and efficient IT transitions positions Synergy as a trusted partner for any organization navigating the complexities of enterprise-level deployment projects.

HSBC:

A global leader in banking and financial services, HSBC connects millions of customers to opportunities and helps businesses thrive. To ensure continuous customer service excellence, HSBC outsources many of their deployment projects to Synergy.

Evolution of a Partnership

More than 20 years ago, HSBC was seeking a reliable IT partner capable of managing large-scale technology deployments and ensuring seamless transitions with minimal disruption to their operations. They chose Synergy IT Solutions because it had a strong partner network to manage nationwide deployments.

As a result of this relationship, Synergy has become a recognized leader in delivering highly customized and seamlessly orchestrated deployment projects. By the same token, HSBC has been able to rely on an outside partner to deliver consistent value for intermittent deployment projects.



"The biggest asset Synergy brings to deployment projects is their attention to detail, professionalism, and extensive knowledge of the space. They provide consistent quality and guidance throughout the project lifecycle."

- Couri Baker, AVP Desktop Tech, HSBC

The Early Years:
Building a Foundation of Trust

At the outset of the relationship, HSBC needed a partner it could rely on to lead periodic large scale deployment projects. Synergy came to the table with a proactive approach and significant problem-solving capabilities. In a particularly challenging OS2 Deployment, Synergy demonstrated those skills, impressing the HSBC decision makers.

HSBC's recognition of Synergy's high-quality, efficient deployments led to Synergy becoming their primary deployment partner, resulting in substantial revenue growth and some of the most financially successful years in the company's history.

Over Time:
Realizing Mutual Goals

As the partnership evolved, Synergy and HSBC fostered a collaborative relationship based on trust and a deep understanding of each other's strengths. This shared knowledge enabled Synergy to deliver tailored deployment solutions that met HSBC's specific goals.

Synergy's expertise in the deployment lifecycle, from pre-deployment planning to post-deployment support, ensured each project met HSBC's strategic objectives. A key factor in our ongoing success is our post-deployment support, featuring day-one on-site support to highlight our commitment to client satisfaction throughout the process.

A Proven Methodology

As the dedicated deployment provider for HSBC, Synergy has developed a repeatable methodology.



Pre-Deployment Planning
Our team develops a game plan for every project. That begins with identifying the geographical distribution of branch locations, and then accessing our extensive partner network to cover all locations.

Deployment Execution
We plan out the day of execution and confirm the details with on-site personnel. We activate our partners, ensure they are fully briefed on the expectations, and have the tools for success.

Ongoing Maintenance
Synergy's ongoing maintenance can be as minimal as confirming everything is working as expected or as extensive as providing ongoing technical support.

Post-deployment Support
What makes Synergy such a great partner is our ability to immediately address post-deployment issues and ensure on-site teams can accomplish their daily tasks without significant delay.

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The Plan in Action:

Over the past twenty years, HSBC has engaged Synergy in more than 70 deployments projects. Many involved complex deployments to hundreds of locations throughout the U.S. The consistent theme in those projects was our ability to create a repeatable process and engage a large network of partners to exceed HSBC's expectations.

Because branch deployments must be done during off hours, coordinating large scale deployments presents logistical challenges. Throughout the partnership, Synergy has often been called upon by HSBC to coordinate deployments or decommissions for multiple branches over a weekend.

One example of that agility was a project where HSBC needed to transform more than one hundred east and west coast locations during two weekends. Our Project Management team worked with HSBC representatives at each location to schedule 31 west coast branch transitions on one weekend followed by 80 east coast transitions the following weekend.



A Partnership Built for the Future

Continuous Improvement and Innovation

HSBC's ongoing partnership with Synergy serves as a strong testament to the value we bring. On deployment projects, we have consistently exceeded expectations, demonstrating a high commitment to client satisfaction. Synergy's ability to manage through the complexities of large projects has been instrumental in ensuring smooth transitions for HSBC, solidifying our position as a pillar of stability throughout the process.

As we look to the future, Synergy is actively refining our deployment processes with an eye toward streamlining procedures to maximize efficiency and minimize disruption. We are constantly scanning the environment for emerging technologies to ensure we can offer the most effective deployment solutions to partners like HSBC.



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