

## VeriSign Case Tracking and Management System Implementation

### Vital Statistics

Client: VeriSign  
Industry: High Technology  
Geography: Global

### Project Results

- iTalent successfully completes project in the committed three month timeframe.
- iTalent successfully creates extensible integrations for Salesforce.com technologies to satisfy VeriSign's business needs.
- iTalent's expertise extends beyond original project scope and into other key VeriSign systems.
- iTalent requires minimal resources to complete project.
- iTalent's team of implementation professionals employs innovative solutions to complete a project others said was impossible.

### About the Client

VeriSign operates digital infrastructure for voice and data networks, processing as many as 31 billion Internet interactions and supporting more than 100 million phone calls every day. In addition to powering the delivery of mobile content to personal computers, mobile phones, and television sets, the company helps organizations provide emerging services such as mobile banking, Voice over Internet Protocol (VoIP), and video over broadband. Its layered security solutions protect consumers, brands, websites, and networks. More than 750,000 web servers carry a VeriSign digital certificate.

VeriSign has offices throughout the Asia-Pacific region, Europe, Latin America, and North America.

### Setting the Stage

Exceptionally strong customer service and support are the hallmarks of all successful companies, and the tools required to provide top-notch client services are critical to such success. VeriSign, a company renowned for exceptional customer service, supports its extensive client base via two primary technical support groups, both of which rely upon a case tracking and management system that was no longer supported by the software

provider. It was time to upgrade this vital system in order to meet its customer demands. According to a VeriSign executive involved with the project, "VeriSign had several drivers for this case tracking and management migration project. The first was the need to consolidate our case management tools. The second was the need to move off of the tools we had been using and which were no longer supported. Finally, we wanted to deploy a case management tool that was easy to maintain and enhance in the future."



VeriSign selected tools and technologies from Salesforce.com to meet their support needs, and the experts from iTalent for its smooth integration and implementation. "After being involved with over 50 integrations of Salesforce.com, we recognized VeriSign had some unique case tracking and management tool requirements," said Fred Walters, iTalent's CRM Practice Director. "We were very excited to be a part of VeriSign's implementation efforts, and we knew we had the expertise to exceed their expectations."

### Tackling the Challenges

In addition to moving away from a hosted solution and onto Salesforce.com's on-demand solution, VeriSign sports a variety of unique tool requirements that really tested the mettle of iTalent's implementation experts. For starters, due to VeriSign's various exacting support standards, iTalent needed to extend the capabilities of the Salesforce.com technologies in order to not only facilitate a successful migration, but make the final deliverable usable. Indeed, during the early days of the migration project, VeriSign was told it would be impossible to extend the capabilities of Salesforce.com.

iTalent, however, looked at the challenges from a completely different vantage point. Using a unique approach, iTalent built extensible integrations for the Salesforce.com technologies that made extensive use of VeriSign's robust knowledge and enterprise systems to not only meet its



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business needs, but actually exceed them. Amazingly, from start to finish, iTalent completed the implementation—an implementation others said couldn't be done—in a mere three months, and with very limited resources comprised of a single VeriSign employee and three iTalent employees. VeriSign states, "iTalent helped us deliver business value very quickly. They committed to a schedule and then met that schedule, including both technical capability as well as user adoption efforts. iTalent provided us with a whole package, making it very easy for us to quickly move forward."

### Delivering Beyond Expectations

iTalent's expertise and experience actually extended well beyond VeriSign's case tracking and management migration project, providing overall expertise and integration assistance across various other VeriSign systems. And as a result, VeriSign states additional efficiencies are being realized by using the tools and integrations implemented by iTalent. "This includes metrics and dashboards, improved interfaces with our other applications, and additional deployments," says a VeriSign executive.

That's what happens when you have people who are not just experts in the art and science of enterprise system integration and implementation, but themselves users of those very systems. The blending of those two schools of thought provides the foundation upon which truly unique, innovative, and creative solutions come to fruition. "Having been extensive users of CRM systems ourselves," says iTalent's Maritza Quintanilla, "was key in ensuring we provided VeriSign's business users with a system that was usable, intuitive, and efficient. Based on our breadth and depth of CRM experience, we were able to suggest and implement a variety of system enhancements and features which ensured a successful—and enthusiastic—adoption of the new platform."



### Building a Strong Relationship

The case tracking and management tool migration project wasn't the first time VeriSign looked to the expertise of iTalent. In fact, the very reason VeriSign tapped iTalent for the migration project was because of iTalent's previous performance on other VeriSign projects. "We've always had excellent results with iTalent and its project execution capabilities," says VeriSign. iTalent thoroughly understands VeriSign's business needs and is able to consistently deliver on those needs with minimal overhead and resource requirements, smoothly integrating into VeriSign's workflow. "We're very proud of our long standing relationship with VeriSign," says iTalent's Walters, "and this project is another example of our ability to meet a wide range of critical business needs." Indeed, iTalent's expertise helps VeriSign deliver on its promise of trust to its customers.

### About iTalent

At iTalent, we're honored to have some of the world's most renowned high-technology companies as clients, including VeriSign. We are technologists ourselves and have experienced the challenges of staffing projects with high-quality IT talent. It is through our ability to truly understand each client's needs that we are able to deploy the right people, processes, and technologies to overcome otherwise daunting initiatives to achieve unparalleled results and success.

We have more than 75 years of combined expertise in leading and staffing large-scale IT projects for many Fortune 500 companies, with particular strength in high-tech vertical markets. iTalent is focused on, and dedicated to, delivering services that maximize the value of its clients human and technology investments.

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Director, VeriSign, Inc.

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