

Case Study - Guitar Center Inc - ADM, PMO & VMO



Background

- ▶ GUITAR CENTER INC. is USA's leading retailer of guitars, amplifiers, percussion instruments, keyboards, pro audio and recording equipment with 214 retail stores throughout the United States
- ▶ Guitar Center intended to maximize its return of value on IT investment by engaging a vendor capable of managing, supporting and enhancing existing applications
 - The application portfolio comprised of significant percentage of package application and cutting edge technology stack
 - The vendor selection process was fast-tracked as key strategic projects were planned
- ▶ Setup of Vendor Management Office and Project Management Office

Our Solution

- ▶ Assisted Guitar Center in strategy formulation, requirement definition and vendor selection phases of sourcing lifecycle through India Sourcing Strategy service offerings:
 - Strategy Formulation - Developed vendor selection strategy for outsourcing & obtained stakeholder alignment (Sourcing strategy, vendor selection approach & timelines, engagement scope, delivery/ governance models)
 - Requirements Definition - scope creation/validation, RFI/RFP creation, RFP management
 - Vendor evaluation & selection - RFP response evaluation, Vendor visits for proposal defense, team/facility evaluation
- ▶ Defined and documented VMO & PMO processes, roles and responsibilities, built supporting templates and defined interactions among various Guitar Center IT entities

Business Benefits

- ▶ Over 40% savings from independent vendor quote received by client without our process
- ▶ Additional 25,000 hours of free projects work committed by the selected vendor over a period of three years
- ▶ Documented process flows for interactions of various stakeholders in the IT organization along with PMO / VMO / Vendor

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