

# Fortude Application Managed Services Handbook

A Crash Course on Everything  
Application Managed Services



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# Introduction



The pandemic amplified old business challenges, and introduced new ones.

The past few years have seen business leaders scrambling to deal with upended supply chains, demand volatility, rising interest rates, and a host of other issues. In this context for most CEOs, the opportunity to focus on growth and innovation has remained elusive.

But innovation is the key driver for long-term value creation and resilience. Business leaders who prioritize going on the offense, while a second set of hands focus on 'keeping the lights on' will emerge victorious in the race to achieve sustainable growth.

This is where an Application Managed Services (AMS) Partner can step in to help. Read on to learn how partnering with the right team can help your business double down on growth and turn disruption to your advantage.

A photograph of three business professionals sitting around a wooden table in a modern office setting. On the left, a man in a white shirt is looking towards the center. In the middle, a man with glasses in a blue shirt is looking at a woman on the right. The woman is smiling and gesturing with her hands. On the table are a smartphone, a tablet, a notebook, and some papers. A blue semi-transparent box is overlaid on the left side of the image, containing the text.

## The buzz on Application Managed Services (AMS)

When constant change is the norm, agility is what gives your business a competitive advantage. Having smooth-running applications with processes flexible enough to adapt to rapid shifts, systems that support real-time reporting, and experts developing value-adding integrations are only a few areas that require your dedicated focus. Smooth-running applications that can adapt quickly to changes, systems with real-time reporting, and experts developing value-adding integrations are some areas that require your dedicated attention.

This is why and where an Application Managed Service (AMS) partner becomes essential. AMS refers to the services provided by a third party to an organization in order to assist them with end-to-end application support. An AMS provider ensures your software applications run efficiently through system enhancements and optimizations. This means, businesses don't need internal resources like an IT team or other developers to maintain critical systems. By doing so, they will be able to spend less time battling fires, and instead focus on critical tasks to meet business goals and grow.

The AMS market is expected to grow at a rate of 16.37% in the forecast period from 2021 to 2028. This has led to the need for next-generation tech integrations and the alignment of legacy systems with expanding business models. In recent years, cloud-based solutions have skyrocketed in popularity, and AMS is one of the hottest buzzwords in enterprise management today!

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## Insight

Often, businesses use the terms AMS and IT support interchangeably. However, they are not the same concepts. While IT support focuses mainly on responding to IT-related incidents - and most often after an error occurs - AMS has a holistic approach to sustaining a business and its applications. How so? Keep reading to find out.

A photograph of two men in a modern office setting. The man on the left is wearing glasses and a light-colored sweater, looking intently at a laptop screen. The man on the right is wearing a dark blue sweater and is pointing at the screen. They are standing near a wooden railing. The background shows a bright, open-plan office with large windows and wooden beams.

## IT Support vs AMS Partner

You might have experienced the “break-fix” approach of an IT department. If an error occurs in your IT system, you take it to the Help Desk, log a ticket, and have the issue fixed. Depending on your IT team’s availability, you might have to de-prioritize your issue or bring your work at to a complete standstill until they are able to respond to you. Yes, your problem will eventually be solved, but this reactive nature of the business could result in foiled processes, unmet deadlines, or completely missed opportunities.

However, an AMS partner provides a hands-on, around-the-clock approach to your business’ needs. Depending on your business’s unique requirements, your AMS partner will even provide additional solutions as a part of their service. AMS is all about being productive. by monitoring, analyzing and predicting your business module, your AMS Partner helps you stay ahead of setbacks.



A man and a woman in business attire are standing outdoors, looking at a tablet together. The woman is holding the tablet and pointing at the screen, while the man, wearing glasses, looks on with a smile. They are both dressed in professional clothing. The background shows a modern building with large windows and a metal railing.

## Why your business needs an AMS partner

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## Access to detailed expertise

An AMS partner supports you with a proven set of skills to maintain, sustain and optimize your applications within the IT infrastructure. For this reason, you might consider creating a dedicated job role for a specialist within the company. And it's true that an in-house specialist would give the company a sense of ownership in the support they require. However, given that their expertise is not required 100% of the time, it might not be the most cost-effective approach. Not only that, looking out for niche expertise means a lengthy hiring process and an expensive remuneration allocation. And once a project completes, this recruit might have to remain idle until another project kickstarts. In that case, would you really be getting your money's worth?

With an AMS partner, not only will you have end-to-end support whenever you require it. But it also means that the company does not have to undergo tedious recruitment processes or experience an unsatisfactory return on investment. It's just a valuable extension to your existing team!

## Employee and innovation enablement

Picture this. You have an in-house team to take care of your applications. These applications run smoothly, cloud and integrations are monitored, data generates as desired, reporting is agile, it's secure and there is no gap in expertise. However, an unprecedented business occurrence takes place. It could be an urgent response to a customer need, budgetary obstructions or a blow to the blueprint of your business that needs immediate focus. And now this in-house

team is requested to put all hands on deck to solve the problem. Who monitors your applications then?

On the flip side, your IT team must also be ahead of industry trends to propel innovation. Your employees must move with current shifts to keep the business relevant and resilient. But if they're preoccupied with monitoring applications, is the company enabling them to be future-ready?

That is why working with an AMS partner is the solution to both scenarios. Not only will your AMS partner enable your IT team to focus on high-value tasks and drive innovation, but the 24x7 support you need is also provided by a pool of highly accomplished experts. Your business is agile and your employees are allowed to bring their best versions to the table.

## Return on investment, in every way

With an AMS provider, you are strictly paying for what is provided. The payroll taxes, training costs and most other expenses that come with hiring an employee become irrelevant with an AMS partner. The money spent on computers, licenses and other tools can be invested where it matters.

With your employees focusing on more important business areas, you will not only be getting the maximum return from your talent but improving your bottom line too.

**Fortude offers end-to-end support in implementing and maintaining your Infor M3/CloudSuite so your team can focus on high-priority business areas.**

In a nutshell, with an AMS partner you can:

- | Spend only on the exact requirement you have
- | Leverage a team of highly-skilled professionals who will be at your service round the clock to provide timely support
- | Have an agile application framework that is monitored and optimized
- | Allocate finances in the most cost-effective way
- | Improve your service delivery levels
- | Save time and improve the quality of your business' tech infrastructure



**Discover 10 ways application managed services can improve operational efficiencies and increase cost savings for enterprises.**

**Learn more**



# The AMS partner checklist



Depending on your business framework, your requirements for an AMS partner may vary. However, it might be worth evaluating the following key factors.

## Model

It's important to consider the business model your partner provides and evaluate whether it fits your requirements. What we mean by this is that certain AMS providers will offer you a fixed number of hours for a given time period, while another partner may operate on the basis of a fixed number of requests. Depending on your organization's dependencies, it is worth carrying out a comprehensive evaluation and discovering how best your needs will be met.

## Scalability

Over the course of time businesses tend to undergo changes that contribute to their growth and so must the services of your AMS partner. Your ideal AMS provider must be able to expand and keep up with your company's demands. A flexible contract and the ability to mix and integrate resources are just a few ways to maximize your AMS investment. Based on your organization's size and needs, your AMS partner should be able to provide the best value through the packages they offer.

→ [Explore some of the flexible AMS packages Fortude offers.](#)

## Expertise

On the note of expertise, it's best to choose a partner with plenty of industry experience and one who has worked with a diverse client

base. This will ensure you get the best insight into industry regulations, standards, best practices, etc. Look into case studies and analyze how they've helped other organizations meet their goals.

## So what is it that Fortude Application Managed Services team offer?

Before we dive into it, we want you to think about these aspects.

In your organization, do you make the most of your Infor M3 integration? Do you have the expertise needed to optimize the many capabilities of Infor? Or do you spend extensive time hiring and upskilling full-time employees to look into your Infor Cloudsuite? Worse, are your IT teams firefighting Infor M3-related issues instead of spending time on other crucial business areas?

If so, it might be worth knowing that our pool of subject matter experts are able to dedicate their time to:

- Help stabilize your Infor ERP systems, with minimal impact on operations.
- Align disparate working systems and processes.
- Provide rapid resolutions to ensure business continuity.
- Build a strong knowledge base for in-house teams to focus on business continuity.
- Drive change through IT Infrastructure Library (ITIL) best practices.
- Effectively meet business KPIs through SLAs.
- Add value by incident reductions driven through root cause analysis (RCA) so there's minimal business disruptions.

At Fortude, our AMS offering focuses on 3 key areas.

### Application Managed Service

- Provide responses and resolutions for incidents with significant business impacts (level 2 incidents).
- Carry out routine maintenance to help the business maintain and tap into all the benefits of the ERP solution.
- Report technical incidents, and propose suitable workarounds and solutions to navigate issues.
- Analyze data related to recurring technical issues to identify root causes and proactively prevent recurrence.

### Resource Augmentation

- Fill experience gaps with temporary assistance during mini-programs and roll outs. We help you right-size your workforce.
- Gain access to Fortude's pool of Infor M3-Certified consultants whenever you need.
- Conduct training for in-house resources so they learn how to augment the functionalities of your ERP solution.
- Carry out solution reviews to examine pain points and points for optimization.

### Change Enablement

- Keep up with business shifts deploying solution enhancements that leverage the full use of your ERP.
- Release management practices that adhere to ITIL best practices.
- Keep an eye out for business needs and recommend, build and maintain extensions that address unique processes.

## How we guide your business

### | System Stability

We provide on-call functional and technical assistance, monitoring and administration to ensure business continuity.

### | Optimization Sessions

We identify pain points and provide solutions for application optimization, as well as help your organization with the optimization of processes and data.

### | On-demand Issue Resolution and Process Improvements

We provide regular healthchecks through report engines, output tools, and integration components to confirm system stability.

### | Wellness Checks

We provide regular healthchecks through report engines, output tools, and integration components to confirm system stability.

→ Take Fortude's ERP health-check to understand if you are making the most of your current enterprise applications.



**Tapping into Fortude's Application Managed Service, a leading Australian frozen food manufacturer was able to accelerate speed-to-market and reduce their year-on-year support tickets by**

**66%**

That's not all, the project saw results such as:

- The reduction of admin and infrastructure costs.
- Stabilizing and integrating finance processes across entities in Australia and New Zealand.
- Tracking and elimination of finance issues by correcting processes and actively providing recommendations.
- Improved ticket trends and enhancements of business processes to better align with business goals.
- Continuous enhancements for existing developments and introducing new controls or integrations to align with business strategic direction.
- Implementation of Standard Operating Procedures to create a framework for finance functions.

[➤ Read the case study](#)

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Fortude is a leading global digital technology solutions company, helping simplify businesses and lives through technology. We offer transformative end-to-end ERP implementations, adopt accelerators, and drive productivity through add-ons, integrations and extensibility on the cloud. Our enterprise-wide technology services capability spans data and analytics, managed services, automation and digital advisory.