



# R.B. Zack & Associates, Inc.

## Case Study: Warner Music Group Outsources System Support

### **Challenge: Let IT Focus on Strategic Business Technology**

In 1996, the new head of Warner Music Group (WGM) wanted to return the company's IT emphasis to music systems rather than business systems. This meant reducing the in-house IT function and outsourcing any non-music-based IT work.

WGM needed to keep several business systems running. Unfortunately, the IT department and most of the company's systems and users were in New York, while RBZ&A was in Southern California. This represented a geographical and time-zone challenge.

Also, users were accustomed to calling Warner's IT group for support. Obviously, this had to change if outsourcing was to succeed.

### **Solution: Bi-coastal Outsourced Support**

RBZ&A's experienced project managers first became intimately familiar with the business systems and developed working relationships with the users. To address the bi-coastal challenge, RBZ&A placed a full-time support person on-site in New York. In addition, the company installed a dedicated high-speed line in Warner's wide-area network for full-time online access to the applications and servers.

RBZ&A has supported WGM's business systems for more than seven years, freeing Warner's IT resources to focus on the music business.

### **Results**

- Business application support successfully outsourced to RBZ&A
- IT freed to concentrate on strategic music business
- Minimal disruption for end users

### **Technologies and Skills Used**

- Oracle database
- Application support team
- UNIX / MS support
- Quality assurance process
- Version control administration
- COBOL, PowerBuilder, Visual Basic
- Web application deployment
- International user support

**For more information,  
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