

ManageEngine

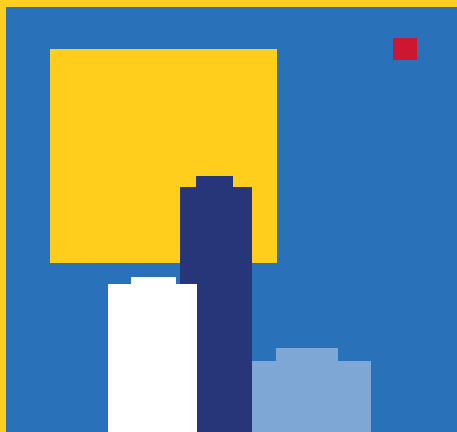
# **ServiceDesk Plus equips WISYNCO's IT frontline with the right tools**



Industry: Manufacturing

# Company Profile

Founded in 1964, the West Indies Synthetics Company Ltd. (WISYNCO) represents what hard work and perseverance can achieve. Upon inheriting their immigrant father's wholesale business, the four Mahfood brothers wasted no time and started expanding. They began by manufacturing "Iron Man" water boots, which were very popular among blue collar Jamaicans as they were very effective in protecting them from the elements. Eventually, the company expanded into beverage distribution in 1985. In 2006, they became a distributor of Coca-Cola products in the region. With popular brands like WATA and Boom energy drink, WISYNCO has become a household name in Jamaica today.



# The business problem

As WISYNCO expanded its business over the years, its workforce expanded too. With about 35 IT admins managing 700 endpoints, IT management was no easy task. More and more tickets started clogging up the pipeline, and customer service took a serious hit due to a lack of effective tracking and follow-up on tickets. There was hardly any integration within the IT infrastructure, and the company was in dire need of a one-stop solution that could take on this Herculean task. Enter ManageEngine ServiceDesk Plus.



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Compared to other solutions within the price range, ServiceDesk Plus provides the best value and return on investment to manage our service issues and problem resolution.

It provides more integrated modules that support ITIL standards, and also better visibility into tickets in a very transparent manner. I see it as an all-in-one, enterprise-grade solution that will scale and improve its scope over time. ”

## Christopher Ramdon

Chief Information Officer  
WISYNCO Group Ltd



Through ServiceDesk Plus, WISYNCO was able to find the one-stop IT solution it needed to track, manage, and delegate service tasks easily among its IT admins. To take full advantage of ServiceDesk Plus' features, the WISYNCO Group pulled out all the stops and had a ManageEngine expert on-site to train its IT staff. This proved to be a wise decision as they now enjoy all of this solution's capabilities to the fullest.



Having a strong IT frontline to manage service requests and tickets doesn't just end with hiring the right talent. Equipping them with the best tools in the market gives your IT help desk team the edge over other teams as they are directly customer-facing and all the feedback will pass on directly to the team itself.



**Kishore Kumar**

Regional Manager  
ManageEngine

# The ServiceDesk Plus experience

Customer experience is key for any organization. It's not just one particular interaction or ticket resolved, but the customer's entire journey with the company that establishes trust and forges unbreakable bonds between company and client. WISYNCO is happy to attest to this. Its continued focus on customer support has proven to be highly beneficial for WISYNCO, and its overall experience with the ManageEngine brand has been positive.

"We have endeavored to maintain a strategic relationship that involves two-way communication," Ramdon said. "ManageEngine works with us in partnership to achieve our goals and listens to our experiences as we provide feedback with is used to fix any concerns which we may have."



# About ServiceDesk Plus

ServiceDesk Plus is the full-stack service management platform from ManageEngine, the enterprise IT management division of Zoho Corporation. Built on industry-recommended ITSM best practices, ServiceDesk Plus comes packed with contextual IT and business integrations that help service desk teams better align with their organization's business objectives. With native enterprise service management capabilities and unrestricted extensibility offered through low-code scripting, ServiceDesk Plus helps organizations design, deliver, and support their business and IT services. It comes in three editions and is available in 37 different languages. More than 100,000 organizations across 185 countries trust ServiceDesk Plus to optimize service management and achieve high end-user satisfaction.

To learn more about ServiceDesk Plus and its features, please visit [www.manageengine.com/service-desk](http://www.manageengine.com/service-desk).

# About ManageEngine

ManageEngine is the enterprise IT management division of Zoho Corporation. Established and emerging enterprises—including 9 of every 10 Fortune 100 organizations—rely on ManageEngine’s real-time IT management tools to ensure optimal performance of their IT infrastructure, including networks, servers, applications, endpoints and more. ManageEngine has offices worldwide, including the United States, the United Arab Emirates, the Netherlands, India, Colombia, Mexico, Brazil, Singapore, Japan, China and Australia, as well as 200+ global partners to help organizations tightly align their business and IT.

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