



# **INTRA-SOURCING: A MODEL FOR COLLABORATION AND BUSINESS CONTINUITY**

WHITE PAPER





There are many reasons companies choose to outsource. Often, outsourcing is aimed at cost savings, gaining access to world-class capabilities, freeing internal resources for other purposes, or reducing risks.

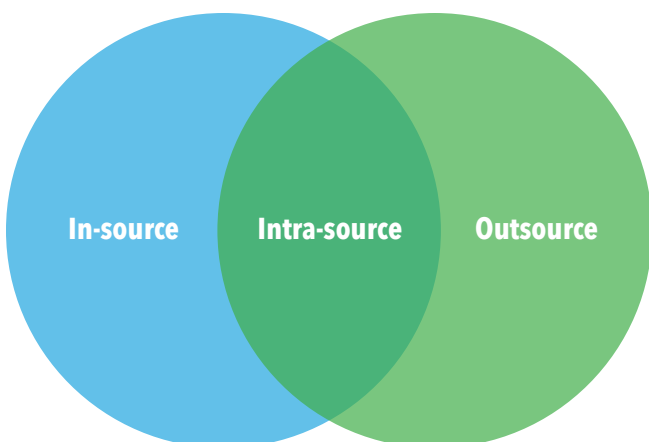
Similarly, companies may choose to insource for a variety of reasons. These companies may be seeking higher customer service levels or enhanced technology integration.

But what if there were a way to capture all of these benefits? What if a hybrid option — something between outsourcing and insourcing — could lead to benefits found on both sides of the sourcing equation?

At TTN, we offer precisely this type of solution. We call it, “Intra-sourcing.”

### What is Intra-sourcing?

“At its heart, intra-sourcing is a high-performance business model through which organizations mitigate risk, generate new value, and achieve competitive advantage,” explained Tyler Harden, Executive Vice President of TTN Fleet Solutions. “It can best be characterized as a long-term, business collaboration where business functions — such as call center and fleet maintenance services — are maintained through the combined efforts of internal and external partners, where both are heavily invested in the outcome of the collaboration.”



### How Does it Work?

“At TTN, it means using a client’s protocols and our workflows to deliver the combined benefits of outsourcing and insourcing,” Harden explained. “It keeps customers in the driver’s seat in terms of establishing service levels and policies; yet, it leverages tech solutions designed and built by us to increase performance, reduce costs, and reach other goals specific to our clients. These solutions are an important differentiator for us, and we’re doubling down on that strategy.”

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For several years, TTN has suggested to clients that it can help manage nights, weekends, and periods of peak demand — that it can “step in” when people don’t show up for work, when overtime pay becomes a challenge, or when a client has too few staff to match inbound call volume. Indeed, TTN is available 24/7/365.

This is a great example of intra-sourcing, where a client’s existing staff might run its call center until help is needed and then — at a moment’s notice — flip a “switch” that allows TTN to take over, for any reason.

“That’s been available for years,” said Harden, “but the imperative has changed. And so, we’ve amped up our efforts to offer even greater flexibility of service.”





# Managed Services in the Time of COVID-19

As the coronavirus (COVID-19) continues to spread, this is an unprecedented time for anyone charged with managing breakdown teams and ensuring uptime. Maintenance professionals are finding themselves under unique pressures and in uncharted circumstances, testing the parameters and strengths of their solutions and business continuity plans.

Here's a look at how the coronavirus has set the stage for intra-sourcing:

- Not only are fleet maintenance operations and call centers undergoing service disruption due to absenteeism and changing regulations, but also, recipients of their services are suffering similar disruption.
- Multiple lines of support are being affected simultaneously, including IT, HR, Finance, suppliers, and others.
- There is a surge in demand for technical support, and an increased need for technology solutions that can be accessed online by remote workers.
- Various geographies are being affected differently — and at different times — adding to the chaos of managing unexpected events.
- There remains significant uncertainty regarding if — or when — normal operations can resume.

Fleet managers and operators who fail to partner with a company who can guarantee uptime in an environment like this will find, again and again, that they do not have the resources to insource everything they do; yet, outsourcing will mean giving up too much control in an environment this dynamic. Intra-sourcing offers a powerful solution.

"We have never seen this type of impact on our clients. The pandemic has redefined the rules," said Todd Neiberger, Chief Financial Officer of TTN. "We've added flexibility to how we deliver our services in an effort to cover clients' needs on a moment's notice."

"We're keeping managers in control and drivers on the road," he added. "And with all of our intra-sourced engagements, we're identifying soft costs that can be saved by adding efficient resources. It's a game-changer."

## Keys to Success

For clients interested in an intra-sourced solution, there are keys to success worth considering:

- Integrate provider staff with existing staff, so employees feel supported, not threatened or disposable.
- Clearly define service standards for all team members involved in the intra-sourced relationship.
- Establish clear channels of communication.
- Leverage technology to ensure standardization and visibility among all stakeholders.
- Ensure senior management understands the need for and benefits of the relationship.
- Create a partnership flexible enough to expand or reduce service levels as needed.
- Choose an intra-sourcing partner with the right expertise.

"If you aren't fundamentally changing your approach, you might be focused on the wrong things," Harden concluded. "We've been providing backstops for more than a decade. And — given the current business environment — safeguards and financial controls are more important than ever. We can quickly and easily walk a potential client through the process of establishing an intra-sourced relationship. We can help clients protect their companies by securing uptime and avoiding service interruptions. We can help them achieve the benefits of having an intra-sourced partner in days, not weeks."

To learn more about intra-sourcing or to discuss the benefits of a relationship with TTN, contact Tyler Harden at [tharden@ttnfs.com](mailto:tharden@ttnfs.com).