

CASE STUDY

MSI DEFENCE SYSTEMS LTD

Rapid results - transforming MSI Defence Systems Ltd's IT Support ticket management in days



BACKGROUND

As MSI Defence Systems Ltd continued to grow, so did the demands on its IT department. To keep pace with an increasingly complex and fast-moving business, MSI Defence Systems Ltd turned to Pink Elephant EMEA to help build an IT Support function fit for the future. Within days, a structured, scalable ITSM platform was in place, powered by Freshworks' AI-driven IT Service Management platform, Freshservice, and Pink Elephant's hands-on expertise.

CHALLENGE

MSI Defence Systems Ltd's IT department had served the business well through its earlier years, managing support requests through informal, relationship-driven processes. But as the business expanded, so did the volume and complexity of requests. What had once worked through familiarity and trust was no longer sufficient to keep pace, the team found themselves increasingly reactive. Without a ticketing system, the IT department had no clear way to track or prioritise work, incidents, or requests, leaving very little time for any IT projects. The lack of structure could lead to miscommunication, longer resolution times, and mounting frustration across the business. Furthermore, unresolved issues could easily lead to increased downtime, meaning that small technical problems potentially snowball into business-critical disruptions. MSI Defence Systems Ltd needed to restore order fast.

SOLUTION

MSI Defence Systems Ltd partnered with Pink Elephant to review the existing IT Support setup and then design and implement a streamlined ITSM platform using Freshservice; configuring Freshservice to match MSI Defence Systems Ltd's exact needs. This involved setting up dedicated modules for incident, request, and change management, integrating with a remote access tool to support their global teams and designing streamlined workflows to ensure tickets were routed and escalated efficiently. The Pink Elephant team also built intuitive dashboards to give real-time visibility of performance and trends, while delivering hands-on training to ensure the entire IT team felt confident and equipped to use the new system from day one.



ORGANISATION PROFILE

MSI Defence Systems Ltd is a UK-based engineering company specialising in the design, manufacture, and support of advanced weapon systems and electro-optical solutions for naval and land platforms. With decades of experience supplying armed forces worldwide, MSI Defence Systems Ltd combines precision engineering with cutting-edge technology to deliver reliable, mission-critical defence solutions.



"The difference has been night and day. We now have a system that gives us full visibility, clear accountability, and the confidence to stay ahead of issues rather than chase them."

- Mark Naylor, Head of IT, MSI Defence Systems Ltd



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Pink Elephant ensured the transition was a swift and seamless process. Clear communication, step-by-step planning, and a collaborative approach ensured that the new ITSM platform was not only implemented quickly but also embraced across the IT team.

“Our aim from day one was to give MSI Defence Systems Ltd’s IT team full visibility and control. Freshservice gave the team the tools to stay on top of issues and continuously improve how they offer IT Support.”
– Emily Lawrence, Pink Elephant

RESULTS

The change was immediate. MSI Defence Systems Ltd now benefits from:

- A single, centralised platform for all IT requests and incidents.
- Faster response and resolution times.
- Real-time visibility of workloads and priorities.
- Data-driven insights for continuous improvement.
- Happier end-users and reduced downtime.

The results speak for themselves. Since introducing Freshservice, MSI Defence Systems Ltd’s IT team has seen a surge in performance and satisfaction across the board.

95%+ SLA compliance - up from less than 30% before implementation, with average resolution times improved by 75%.

User satisfaction increased from 2.1 to 4.8 out of 5 - reflecting overwhelmingly positive feedback since launch.

10-15 hours saved per week - through automated workflows and improved visibility, allowing the IT team to focus on strategic priorities.

350-400 tickets managed monthly - providing full oversight and control of all IT service requests through Freshservice.

Together, these gains have transformed MSI Defence Systems Ltd’s IT function from a reactive helpdesk into a proactive, data-driven service partner for the business.



“Pink Elephant were fantastic from start to finish. I’d fully recommend them to anyone looking to bring structure and efficiency to their IT operations.”
– Mark Naylor, Head of IT, MSI Defence Systems Ltd

WHY PINK ELEPHANT?

With over 40 years of experience and a global presence, Pink Elephant has long-standing expertise in ITSM and has a highly regarded reputation for forming strong, hands-on client relationships. From day one, the partnership with MSI Defence Systems Ltd was built on trust, transparency, and swift action - proving that major service improvements don’t have to take months.

In just a matter of days, Pink Elephant helped MSI Defence Systems Ltd move from firefighting to future-proofing - transforming the manufacturer’s IT Support into a structured, data-driven, and customer-focused service.

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