

EMPIRUM REFERENCE

BMW GROUP SWITZERLAND

From zero to sixty in record time. BMW Group Switzerland manages its clients at an unexpected tempo.

THE COMPANY

BMW Group Switzerland is a successful world-wide company that follows a future-oriented course with a clear premium brand strategy. The unmistakable design, intelligent power plants/engines and the use of the latest technologies and materials, lead to the driving pleasure of a BMW, BMW Motorbikes, and MINI. Innovative technology increases the pleasure of driving a BMW product and improves security. The trading organization of the BMW Group Switzerland is composed of a comprehensive network in all regions of Switzerland, which provides the best customer care and competent service.

THE CHALLENGE

Today's administration of PCs, Notebooks and Servers has all IT departments facing organizational challenges. Not only managing the total number of existing systems, but also the management of the installed applications, updates, and of course, the data security is the main challenge of any IT organization. In this case, the PC Lifecycle Management is just one of the responsibilities of the IT department. This is why any additional tasks require innovative solutions. This is what happened to Lothar Zank, IT Manager of the BMW Group Switzerland. While initially being responsible for about 250 clients, after a reorganization of departments, an additional 100 PCs were added to his IT department's portfolio. With the premise of not increasing the existing IT team, or the administration manner, this was an absolutely impossible task with his old solution.

The procedure that was used for software distribution via images, had already reached its limit. The time cost for the administration of the existing system landscape, via the method of creating and distributing a basic image with operating system and some Microsoft Office applications, was no longer productive. Additionally, in the BMW departments, there are some additional applications, which could not be covered by this basic image.

THE SOLUTION

Lothar Zank took the initiative, and used the IT fair, Orbit-iEX, for probing the existing providers of IT Lifecycle Management solutions. Five vendors were identified, which were to prove their products in further tests. Two of the software products failed the initial tests, and thus, came down to a decision between Empirum by matrix42, and two other international developers.



After the tests, Lothar Zank specifies the following issues, which were decisive in the selection of Empirum:

- **Homogenous, simple use** in all product areas
- **Duration of the implementation**
- **Flexibility of the OS installation**, due to the dynamic hardware detection and the existing driver database
- **Flexibility of the packaging** for making all software distributable in a manner which is fair for the company and users
- **Role concept** (not administering each PC on its own, but computer groups)
- **Support** – With questions or situations where help is required, the matrix42 Support is always at our side

COMPETENT LOCAL SUPPORT

In parallel to the intensive test phase, the issue was to find a dependable service provider and partner for the Empirum support. matrix42 is represented by several Empirum Solution Partners in Switzerland. The choice was UP-GREAT AG in Fehraltorf, near Zurich. As an innovative solution provider for the IT necessities of small and also larger companies, UP-GREAT develops target-oriented services for the infrastructure management, as well as for the service and system management. The central asset of the company is global thinking. UP-GREAT takes care of IT Strategy counseling, performing of server and storage consolidations, and automatic system migrations.

AMORTIZATION AND SAVING EFFECTS

After only three months, Empirum was installed and running at BMW. 350 PCs are now being managed via Drag&Drop with operating system, software and patches. 70% of the tasks previously performed manually are performed today by Empirum automatically. Additionally, the inventory data of the networked systems are available to BMW at any time. Empirum displays which software, including the version is installed on what hardware. Changes to a system are logged, and if desired, they are announced to an IT employee via alarm. The R.O.I. has proven itself quickly with Empirum. Looking back, an administration without Empirum is no longer an option, and the decision was brilliant.

MATRIX42

is the developer of Empirum® software, one of the leading solutions for software and client management, as well as a provider of corresponding consulting and engineering solutions.

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