



Windows 7 Customer Solution Case Study

Getronics

a KPN company

Overview

Country or Region: The Netherlands

Industry: Information and Communication Technology (ICT) services

Customer Profile

Headquartered in Zoetermeer, The Netherlands, Getronics has offices in 18 countries, worldwide annual revenue of €2.2 billion (USD\$3.1 billion) and about 14,100 employees. It is the largest information and communication technology (ICT) service provider in the Netherlands-Benelux region. Expert in workspace management services, Getronics focuses on workspace, connectivity, datacenter solutions, and consultancy services.

Business Situation

To successfully extend its Future-Ready Workspace™ initiative and retain leadership in workspace management services, Getronics needed a PC desktop operating system solution that enables them to reduce IT costs while delivering compelling, on-demand business services to its customers worldwide.

Solution

Automated data access, security, and deployment tools and the easy-to-use Windows 7 desktop environment enabled Getronics to optimize its deployment program, reduce IT costs, and improve PC user productivity.

Benefits

Financial returns extrapolated from pilot program results include IT labor savings of €77 (USD\$107) per PC per year and a financial payback within 6 months.

Getronics Cuts IT Costs, Builds Future Services by “Drinking Its Windows 7 Champagne”

“If you do only one thing, deploy Windows 7. It will save you a significant amount of money and pay for itself.”

Lee Nicholls, Global Solutions Director, Getronics

Getronics is a leading international provider of information and communication technology services and solutions. In 2009, Getronics began evaluating the capabilities and cost impacts of the Microsoft® Windows® 7 desktop operating system. The pilot program was part of the company’s initiative to make remote and mobile PC connectivity easier to use and less expensive to support and to make remote computing more accessible from satellite or home offices.

The solution uses deployment, security, and data access capabilities enabled through core functionality delivered in Windows 7, including Microsoft BitLocker™, BitLocker To Go™, AppLocker™ and BranchCache™, as well as Microsoft Application Virtualization for Desktops™, part of MDOP.

A business value analysis projected quantifiable benefits including direct IT savings valued at €77 (USD\$107) per PC per year and PC user productivity benefits of 20 hours per PC user per year. Those results indicate that Windows 7 can drive significant and tangible benefits even in a highly optimized desktop environment like Getronics.

About 1,000 Getronics PCs are expected to run Windows 7 by the end of 2009. Getronics is so pleased with the outcome of the pilot program that they have set a goal of migrating their entire enterprise environment to Windows 7 by the end of 2011. Getronics is already reaping the fruits of their vision and enjoying their Windows 7 champagne.

“Windows 7 is that point on the horizon we’ve been looking for. Windows 7 leverages our investments, provides significant cost savings, and provides end-users with productivity improvements. Windows 7 is a win for Getronics.”

Paul Slot
Director, ICT Organization
Getronics

Situation

As a forward-looking IT company, Getronics has a highly mobile workforce and a highly centralized IT infrastructure which the company views as essential to maintaining its leadership role in IT services. This vision is implemented by the company’s Global Workspace Alliance and Future-Ready Workspace™ initiative.

Getronics recognizes that supporting these efforts requires secure, easy-to-manage, and cost-effective desktop solutions. Getronics tests and uses their solutions internally before they are rolled out to customers. Known within Getronics as “drinking one’s own champagne,” this process is designed to test the impact of solutions from an end-user perspective. Participation, which includes members of the IT staff, IT leaders, and an early adopter program of knowledge-workers outside of IT, extends across business lines. It is designed to test the impact of solutions from an end-user perspective.

Maintaining its competitive advantage requires Getronics to continually reduce internal IT costs and deliver compelling, cost-effective, on-demand business services to its global network of customers. Getronics has a long-standing reputation for integrating technologies which help customers gain competitive advantage. To fully evaluate the impact of Windows 7, Getronics used a pilot program with 630 internal users to test the capabilities of the new desktop operating system. In this pilot, Getronics sought to determine whether Windows 7 could:

- Make PC deployments faster and easier than was previously possible.
- Make Getronics mobile PC operations easier and more cost-effective to manage and support.
- Reduce the number and complexity of help desk service requests.

- Enable more secure computing throughout the company.
- Enable new business scenarios for the company’s highly mobile workforce.
- Help the company’s highly mobile employees to work more efficiently from home and remote offices.
- Provide user interface enhancements that help employees work more productively.

Getronics evaluated the Windows 7-based solution as part of a relatively modern IT infrastructure that already included Windows Server 2008 R2, an element that was required to take advantage of some advanced Windows 7 desktop capabilities.

Solution

The Getronics workforce is highly mobile—more than 70% of company PCs are laptops, and more than 40% of company employees are road warriors. Windows 7 capabilities support the Getronics Future-Ready Workspace™ vision by enabling company IT professionals to provide services that are easier to deploy, manage, and support with less assistance from the help desk.

Easier-to-deploy PC environment. New Windows 7 capabilities enable the IT staff to streamline an already-optimized PC deployment process and efficiently migrate the Getronics PC environment to Windows 7 from Windows XP and Windows Vista™.

- **Built-in multi-language capability**, the WIM image format, automated driver provisioning and the ability to add critical updates to an image during deployment help Getronics move towards a true single-image environment, reducing both IT labor and complexity in the desktop environment.
- **Microsoft System Center Configuration Manager (SCCM)** played an important role in keeping desktop deployment costs low. Together with Windows 7 deployment tools,

“By deploying Windows 7, we take big strides toward our goal of establishing a highly mobile and agile workforce. Windows 7 capabilities, which automate many aspects of ICT operations including data management and security tasks, remove serious obstacles to the development and distribution of our solutions worldwide.”

Lee Nicholls
Global Solutions Director
Getronics

SCCM helps reduce the effort of managing the deployment process throughout the Getronics IT infrastructure.

- **Migration and deployment tools** such as the User State Migration Tool (USMT) 4.0 and the Microsoft Deployment Toolkit (MDT) 2010, along with improved scripting support streamline the process of deploying an image to a PC. In addition, file hard-linking is a new feature of Windows 7 that helps reduce IT effort by eliminating the need to back up data from a machine before deploying the new operating system.

Together, these improvements remove potential obstacles from a Windows 7 deployment plan by making the process both easier and less expensive to execute.

The deployment improvements helped make the business case to migrate the Getronics PC environment to Windows 7 from Windows Vista by enabling Getronics to accelerate their PC refresh program.

Getronics estimates that Windows 7 improvements will reduce PC migration times by 30 minutes per machine and reduce IT labor cost by 60% and IT staff time by 29%, saving an estimated €19 (USD\$26) per PC per year. Considering that Getronics had already invested heavily in optimizing their deployment processes, this is a significant and tangible benefit.

Easier-to-manage mobile PC services.

Windows 7 systems management capabilities enabled Getronics IT professionals to manage mobile users with fewer resources and less manual effort than was possible with Windows Vista.

- **Seamless network access.** By enabling seamless access to the corporate network, DirectAccess™ (enabled through Windows Server 2008 R2) will help the IT staff to manage computers located outside the office, enabling them to service remote computers on a regular basis and ensure

that the machines stay in compliance with corporate policies without requiring the user to connect through a virtual private network (VPN).

- **Improved diagnostics.** By using Windows 7 features such as improved network diagnostics and troubleshooting, Group Policy® management of wireless configurations and WWAN/mobile broadband abilities, the IT staff gains efficiencies while also ensuring that users have a seamless and transparent PC experience.
- **Better management.** Microsoft System Center Configuration Manager provides Getronics IT professionals with a single console, from which they can manage and change client configuration and application settings.

Lower-cost support for mobile PC users.

Getronics information and communications technology (ICT) organization, Getronics' internal IT group, has outsourced its help desk tasks to the Getronics Global Service Center (GSC), the same business unit that serves the needs of Getronics' external customers (another way in which Getronics “drinks its own champagne”). The GSC is focused on providing the highest level of service desk efficiencies for both internal and external customers. Windows 7 and capabilities in the Microsoft Desktop Optimization Pack for Software Assurance (MDOP) provided the opportunity to reduce both the number and complexity of help desk service requests to the GSC.

- **Flexibility with control.** Improvements in User Account Control (UAC) enable users with standard user rights to perform more operations which previously required elevated rights. As a result, more users are able to run with standard rights which limit changes to supported settings and helps the IT staff programmatically avoid many types of service desk calls.

“In Windows 7 we now have a very reliable operating system which enables us to move to a single configuration. Windows 7 helps us better support our environment.”

Kris Bries
Infrastructure Manager
Getronics

- **Improved self-healing.** Windows 7 self-healing capabilities automatically detect and resolve many known problems, requiring little or no effort of the help desk staff.
- **Reduced help desk calls.** Windows 7 restore points help reduce service desk calls by automatically returning system files and settings to an earlier point in time without affecting personal files. Improvements to the self-help capabilities built into Windows 7, such as the Windows Troubleshooting Platform, help further reduce service desk calls by enabling PC users to quickly and efficiently resolve common problems and get back to being productive.
- **Faster Resolutions.** In the event that a service desk call is still required, new features such as the Problem Steps Recorder and remote access to reliability data will help the service desk staff quickly and efficiently diagnose issues.

Together, Getronics estimates that these improvements will result in nearly 25% fewer OS- and application-related calls to the help desk, a savings of more than €32 (USD\$45) per PC per year. That's a significant improvement for a company that already places a high priority on user up-time and service desk efficiencies.

The Getronics “New Way of Work” initiative promotes working from home or remote offices. The built-in remote work capabilities of Windows 7 provide a solid foundation from which the Getronics initiative can succeed.

For example, enabling PC users to work effectively from anywhere—including home offices and other remote locations—has the potential to significantly influence Getronics facilities costs in the future.

Getronics anticipates that their enablement of remote and mobile computing – what they refer to as “the new way of work” - will reduce

and possibly eliminate the cost of supporting some remote offices.

More robust PC security capabilities.

Organizations like Getronics devote a lot of attention to making certain that their environment and information assets are secure. Windows 7 measurably helps Getronics improve desktop security by providing tools that enable the IT staff to do more with less effort.

- **Continuous data protection.** BitLocker™ and BitLocker To Go™ together ensure that sensitive Getronics data is protected, whether it is stored locally on a PC or on an external storage device.
- **Improved desktop management.** AppLocker™ enables the Getronics IT staff to proactively decide which applications may be installed on specific user machines. This adds tremendously to their ability to manage complexity in their desktop environment.
- **Improved network protection.** The built-in Network Access Protection (NAP) client, in conjunction with a Windows Server 2008 infrastructure, helps protect the Getronics network by ensuring that clients are in compliance with security policies before allowing network access.

Getronics estimates that these capabilities drive a 10% improvement in compliance with their desktop security policies. This important best practice should result in a decrease in the number of service desk calls arising from faulty configurations.

Kris Bries, Getronics Infrastructure Manager commented, “Using BitLocker, AppLocker, and Group Policy together enables our IT team to spend 13% less time performing security threat assessments and 5% less time applying security updates and responding to security incidents.”

“Although the 35% cycle-time savings is significant, Application Virtualization helps us deliver the right applications to the right users with fewer process obstacles. The result is greater agility for our global business.”

Lee Nichols
Global Solutions Director
Getronics

Application Virtualization™ (App-V), a technology in the MDOP suite, provided several very tangible benefits to Getronics.

- **Improved application compatibility.** App-V reduces application deployment and application-to-application compatibility-related service requests by transforming applications into centrally managed virtual services that are never installed and don't conflict with other applications.
- **Reduced application delivery time.** App-V enables the Getronics IT staff to reduce the time involved in application delivery from an average of 10 days to less than 7 days.
- **IT labor savings per PC.** Use of App-V provided an estimated 19% reduction in IT labor valued at €2 per PC per year.

New business capabilities and benefits.

Beyond IT-centric process improvements, Getronics found that Windows 7 directly affects other forms of financial benefits and enables new business capabilities.

- **More efficient network operations.** Network traffic throughout the Getronics IT environment was supported by local servers at each satellite office.

BranchCache™ enables content from file and Web servers on a wide area network (WAN) to be cached on PCs or servers at a local branch office. By caching content locally, BranchCache reduces application response time and WAN traffic, enabling Getronics to operate its mobile operations with an estimated 25% fewer servers at branch offices. Getronics estimates the decrease in branch server infrastructure will reduce operating expenses by €14 (USD\$19) per PC per year.

- **Lower power costs.** Windows 7 power management capabilities enable the IT staff to centrally control PC power settings with greater granularity. Taking advantage of this capability is estimated to save Getronics nearly 10% of desktop-related electricity costs as well as measurably help them achieve their sustainability goals, an important corporate citizenship initiative.

Overall, Windows 7 delivers functionality that helps Getronics measurably improve their best practices in several key areas such as security compliance, desktop standardization, and application delivery. The Windows 7-based solution helps make mobile and remote computing capabilities more accessible, more cost-effective, and easier to manage throughout the Getronics global ICT infrastructure.

Tangible end-user impacts. Although Getronics made the business case for Windows 7 solely on the basis of direct IT cost savings, the migration also delivers significant benefits in PC end-user productivity.

While PC end-user productivity is not generally considered a direct benefit, many organizations place a value on IT capabilities that measurably improve it. The Windows 7 pilot program at Getronics uncovered several areas, in which the new desktop operating system helps PC users work more effectively.

- **More user uptime means more productivity.** Improved reliability means users will spend less time recovering or re-creating data lost due to system crashes.
- **Improved user efficiency.** Enhanced PC performance, including reduced time to boot or wake a PC from sleep, in conjunction with user interface (UI) improvements help users switch between tasks and applications more rapidly and seamlessly.

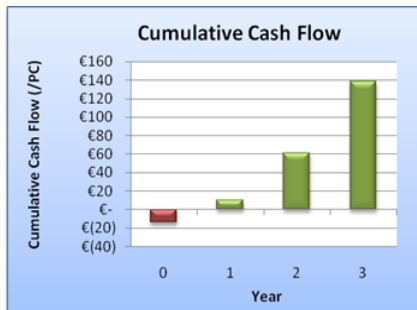
New Jump Lists, the Windows 7 Taskbar, improved start-up times, enhanced power savings, and native enterprise search all tangibly contribute to greater PC user efficiency.

- **Faster network access.** Networking improvements such as VPN reconnect mean that Getronics PC users will spend less time waiting for access to resources on the corporate network.
- **Less time in self-help.** The Windows 7 Action Center and the Windows Troubleshooting Platform enable PC users to perform routine operating system tasks more quickly and diagnose and resolve desktop problems more easily. These improvements result in a measurable reduction in the amount of time that users spend managing their own PCs.

When used together, these Windows 7 capabilities enable each Getronics user to spend approximately 20 hours less per year doing “IT-like” tasks. In addition to the recovered user time, Getronics estimates that overall PC user desktop satisfaction has

“Customers tell us that Windows 7 responds well to their hot-button issues: it’s very responsive, accomplishes tasks quickly, and switches immediately between applications. It gives them what they need to get the job done with less time and effort than previous versions of Windows.”

Daan Linden
Professional Services Director
Getronics



increased nearly 20% as a result of their Windows 7 experience.

Daan Linden, comments, “The time is right to move to Windows 7. We’ve received lots of positive response from early adopters and reference customers. Customers tell us that Windows 7 responds well to their hot-button issues: it’s very responsive, accomplishes tasks quickly, and switches immediately between applications. It gives PC users what they need to get the job done with less time and effort than previous versions of Windows. Already, a number of Getronics customers are interested in having Getronics deploy Windows 7 to their own enterprise environments.”

Compelling findings. The experience gained during the Windows 7 pilot prompted Getronics to begin an accelerated migration of Windows Vista PCs to the Windows 7 operating system. Deployment of 630 pilot users is complete, and Getronics plans to deploy approximately 1,000 seats by the end of 2009. Getronics is so pleased with the outcome of the pilot program that they have set a goal of completing the deployment of Windows 7 to their entire enterprise by the end of 2011.

Lee Nicholls, Global Solutions Director at Getronics notes, “By deploying Windows 7, we take big strides toward our goal of establishing a highly mobile and agile workforce. Windows 7 capabilities, which automate many aspects of IT operations such as data management and security tasks, remove serious obstacles to the development and distribution of our solutions worldwide.”

Benefits

Results of the pilot program show that Windows 7 capabilities enable Getronics to provide more secure, efficient, lower-cost IT services and help PC end-users work more productively.

Financial returns were calculated for a three-year Windows 7 deployment project by

extrapolating from pilot-program results. Based solely on direct IT benefits, when the Windows 7 migration is completed, Getronics expects to realize a strong positive ROI, with a net present value (NPV) of €149 (USD\$207) per PC with a payback of less than 6 months.

Several key factors helped reduce Getronics deployment costs and drive the company’s Windows 7 business case. First, Getronics had a Microsoft Enterprise Agreement with Software Assurance in place. Therefore, they did not incur any incremental cost for the operating system license. Second, Getronics had already conducted extensive application compatibility testing as part of their Windows Vista deployment; as a result, very little additional testing was needed to validate applications on Windows 7. Third, Getronics identified that all PC hardware purchased during the Windows Vista timeframe runs Windows 7 equally or better; the net result is that their IT staff does not need to perform in-place hardware upgrades.

The cumulative cash flow chart shows the expected break-even for the three-year Windows 7 deployment project.

Windows 7 Provides Direct IT Savings of €77 per PC Per Year

Improvements in the operations and management capabilities of Windows 7 enabled the Getronics IT staff to reduce annual IT costs by €77 (USD\$107) per PC per year. Overall, this represents a 10% reduction in Getronics’ already-low desktop costs.

- **Lower deployment costs.** Optimizing the Getronics OS deployment program reduced IT labor costs by €19 (USD\$27) per PC per year, a 60% reduction in IT labor and 29% reduction in deployment time.
- **Lower management costs.** Using the Microsoft Application Virtualization for Desktops™ component of MDOP helped the IT staff to reduce application

Direct IT Cost Savings		
IT Effort/ Resources	Percent Improvement	Value (€/PC/year)
Deployment tasks	↓60% labor ↓29% time*	€19
Application virtualization	↓19%*	€2
Service desk	↓6%*	€32
Security tasks	↓6% *	€2
Server hardware; software maintenance for branch servers	↓16%*	€9
Power savings	↓13%	€13
TOTAL		€77

* Hours per PC

management, by an estimated €2 (USD\$3) per PC per year.

- **Lower service desk costs.** Improvements in the ability to support remote and mobile PCs are estimated to result in a savings of €32 (USD\$45) per PC per annum.
- **Lower security-related IT costs.** With less effort needed to ensure security compliance and respond to security incidents, annual security-related ICT costs decreased by €2 (USD\$3) per PC.
- **Lower infrastructure costs at branch offices.** By reducing the need for servers to cache content at Getronics branches, Windows 7 enabled an estimated €9 (USD\$12) per PC annual saving in branch-office server hardware and software maintenance costs.
- **Lower power usage.** Advanced Windows 7 capabilities such as idle resource and device power management are expected to reduce electricity costs by €13 (USD\$18) per PC per year and help achieve Getronics green initiative goals by decreasing its carbon footprint.

Users Spend 20 Less “Real” Hours Annually Tending Their PCs

Although Getronics was able to make the business case for Windows 7 solely on IT cost savings, the migration also delivered significant PC user productivity benefits. Improved Windows 7 capabilities enabled each Getronics PC user to spend an average of 20 fewer hours per year by:

- **Improving PC—and PC user—uptime.** Improved reliability means users will spend less time dealing with system crashes or application issues.
- **Making the Getronics network and servers more responsive.** Windows 7 reduced the time PC users waited for access to network resources.

- **Enabling users to perform routine OS support tasks more quickly.** PC users in the pilot study spent less time changing settings and preferences, finding and organizing information on the desktop, and switching between files and applications.
- **PC users more productive.** Getronics PC users are more effective due to significant performance improvements which reduce boot time and application responsiveness, improved search capabilities, and Aero UI enhancements which provide a more intuitive interface, allowing users to switch quickly and easily between tasks.

Coen Olde Oldhof, Vice President of Marketing, Alliances, Portfolio and Strategy for Getronics, comments, “We see a market evolving. Succeeding—no, thriving—in this new world of work requires key enablers such as identity management, security, improved performance, and user productivity. Windows 7 has this and more. It’s what we need to control costs and provide compelling services to our customers.”

Lee Nicholls, Global Solutions Director at Getronics comments, “Why did we migrate to Windows 7? It provides the robust desktop environment we need to keep our highly mobile workforce secure, agile, and productive, no matter where they work. And, Windows 7 delivers strong business value. If you do only one thing, deploy Windows 7. It will save you a significant amount of money and pay for itself.”



For More Information

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Windows 7

Faster and more reliable: Window 7 will help your organization use information technology to gain a competitive advantage in today's new world of work. Your people will be able to be more productive anyway. You will be able to support your mobile work force with better access to shared data and collaboration tools. And your IT staff will have better tools and technologies to enhance corporate IT security, data protection, and more efficient deployment and management.

For more information about Windows 7, go to: www.microsoft.com/windows/enterprise/products/windows-7

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Software and Services

- Microsoft Windows 7
- Microsoft Desktop Optimization Pack for Software Assurance (MDOP)