

# Case study

## LAMY virtualizes with Zero Clients

»LAMY has always been very innovative, for that reason the VDI concept with Zero Clients harmonizes very well with us. The performance and the productivity of the users are enormous – and we as the IT team save a great deal of time because now we can manage all of the Clients from the data center.«

Albin Schänzle, Head of EDP/ORG and Cost Accounting, C. Josef Lamy GmbH



### Innovative IT for an innovative enterprise

“Design. Made in Germany.” For many generations of pupils this slogan has been reflected in a prominent quality product – after all a LAMY pen has always been considered as a status symbol. Of course the company founded in Heidelberg by C. Josef Lamy in 1930 also manufactures writing implements for adults. Annually 6 million articles leave the production line of the family enterprise, sustaining LAMY’s market lead in Germany. However, today a highly efficient IT infrastructure is also essential for the success of the company. Hence already in 2008, LAMY invested in virtualization. With that it was possible to consolidate 20 servers to three PRIMERGY RX300 systems. Two years later the issue was how the Desktop Clients could be renewed most economically. For the 180 PC work-places LAMY services in Heidelberg two priorities were identified: the need to reduce purchasing and administration costs as well as to entrust their proven innovative energy to their own IT system.

### Saving at all levels with Desktop Virtualization

Early on it was clear that LAMY did not want to invest in classical PCs. As an alternative a terminal server solution with Thin Clients was considered. However, that would have involved too many limitations since LAMY has numerous special applications that are only available to individual staff members. Therefore extensive solution standardization was not possible. As a further possibility, the Fujitsu SELECT partner idicos that has been supporting LAMY for some time already suggested a VDI solution. VDI stands for “Virtual Desktop Infrastructure” and clearly exceeds a Thin Client concept. With that even more output is stored in the data center: Whereas Thin Clients still carry their own flash memory and run on a local operating system, the Client within the VDI solution no longer requires these features. Fujitsu has developed the Zero Client as the optimal VDI end-point device of a completely new generation. The Zero Client is only composed of a monitor, a mouse and a keyboard – connected via Ethernet to the servers in the data center. Here lies the bundled performance of all company desktops.

#### The customer

With a turnover of over 50 million euros C. Josef Lamy GmbH, seated in Heidelberg, is the market leader in Germany in the manufacture of writing implements. [www.lamy.de](http://www.lamy.de)

**LAMY**

#### The challenge

To replace the existing Client landscape with the intention to decrease investment and operating costs. In addition the focus was to reduce energy and maintenance expenditure.

#### The solution

With the implementation of Fujitsu Zero Clients LAMY now operates a modern virtual Client infrastructure that has lead to radical savings in energy consumption, administration expenditure and purchasing costs.

### The benefit

- Clearly lower TCO due to a longer lifecycle and the elimination of maintenance costs
- Significant savings through radically lowered energy consumption

### Products and Services

- Clients: 50x Fujitsu Zero Client D602, 130x Fujitsu Zero Client DZ22-2
- Server : 5x PRIMERGY RX300
- Desktop virtualization: VMware vSphere 4.1

### Conversion to user pages is not necessary

In the case of LAMY the Zero Client solution was especially appropriate because this system is specially geared to virtualization solutions from VMware. And since LAMY has already virtualized the data center with VMware vSphere, there were no problems with implementation.

Dr. Michael Melter, CEO of idicos GmbH, explained the advantage of a VDI environment with Zero Clients as follows: "Every employee can log in from any workplace in the company and has their usual Windows interface at their disposal which allows access to their individual software. Therefore the look and feel remains the same; there is no need to adapt." At LAMY the start-up was all the easier because there was so much free server capacity due to the previous server virtualization project that the first 50 Zero Clients could be connected without substantial data center updating. The memory system had to be enhanced by six additional hard disks. In addition the purchase costs of the Zero Clients each comprised of hardware plus virtualization license was approximately one third of the price of traditional PCs.

### No more maintenance at the workplace

With that however there are still vast cost advantages to be exploited: "The best incarnation of a VDI environment results from the Zero Clients in the infrastructure because nothing more has to be administered from the workplace," Dr. Melter fills in. "In case there is need for maintenance, I can replace the Zero Client like a piece of wood." Of course there is a certain one-off expenditure for implementation i.e. to embed the virtual Clients in the infrastructure. But all things considered, it is clearly less expensive than installing conventional PCs in a company separately. Further there is the security aspect: In a VDI environment with Zero Clients the operating system, programs and all data remain in the data center and are safeguarded against theft and data loss.

### More time for the IT staff

"idicos put us in the picture about the advantages of a Zero Client environment," says Albin Schänzle, Head of EDP/ORG and Cost Account-

ing at LAMY. "What is more the Fujitsu brand simply harmonizes well with us. Just as Fujitsu we produce our products in Germany and consider ourselves as a driving force in innovation in our branch." He certainly knows how to appreciate the resulting decline in maintenance costs:

**"We now administer from the data center. The quality is totally different from what we could achieve at the workplace. As a result my IT colleagues save a lot of time and can finally devote themselves to projects that were otherwise neglected during the workday."**

Even the LAMY employees save time. On the one hand this is due to the high performance provided to the desktops by the Fujitsu PRIMERGY RX300 servers from the data center. What is more booting is much faster than with a PC: "A Zero Client needs a maximum of 30 seconds before it is available to work," explains Albin Schänzle. "All in all that has made this frontend device very popular. Already the first test users in our company would no longer be willing to part with their Zero Clients."

### Fast amortization thanks to declining electricity costs

In the second step LAMY ordered 130 more Zero Clients so that then all 180 IT workplaces could be integrated into the virtual infrastructure. For this the Heidelberg enterprise had to equip the data center with two more PRIMERGY RX300 servers plus a storage upgrade. The ROI phase for this will be very short: "The reduced energy costs alone have already made this project worthwhile for us," according to Schänzle. If you take into account that a Zero Client with its integrated 22-inch LCD monitor consumes just about 27 Watts, but a PC definitely consumes 150 to 200 Watts, this results in annual cost savings on electricity for LAMY amounting to a five digit figure. Albin Schänzle is very satisfied in any case: "All in all, also regarding conception and consulting, Fujitsu and the SELECT partner idicos deserve a top score."



### Partner



[www.idicos.de](http://www.idicos.de)

### Contact

Fujitsu Technology Solutions  
Customer Interaction Centre  
Mo. – Fr. 8 am – 6 pm  
E-Mail: [cic@ts.fujitsu.com](mailto:cic@ts.fujitsu.com)  
Telephone: +49 (0) 1805-372 100  
(14 cents/min via German landline,  
max. 42 cents/min via German mobile network)

All rights reserved, including intellectual property rights. Technical data subject to modifications and delivery subject to availability. Any liability that the data and illustrations are complete, actual or correct is excluded. Designations may be trademarks and/or copyrights of the respective manufacturer, the use of which by third parties for their own purposes may infringe the rights of such owner. For further information see [ts.fujitsu.com/terms\\_of\\_use.html](http://ts.fujitsu.com/terms_of_use.html)  
Copyright © Fujitsu Technology Solutions GmbH 2011  
Realization: [www.cafe-palermo.de/lett](http://www.cafe-palermo.de/lett)