

# CASE STUDY KONRADIN PUBLISHING GROUP

»FUJITSU'S DESKVIEW LOAD IS A TIME-SAVING SOLUTION FOR CUSTOM-LOADING SOFTWARE THAT HAS GIVEN US ENORMOUS BENEFITS IN ACTUAL PRACTICE – A HIGH LEVEL OF CLIENT PERSONALIZATION PRIOR TO SHIPMENT PLUS A SIGNIFICANT REDUCTION IN END-TO-END LEAD TIME.«

**Thomas Dinkel, IT Manager, Konradin Business GmbH**



### THE MOST EFFICIENT WAY TO GET NEW TECHNOLOGY TO USERS

Konradin IT is an organizational entity within Konradin Business GmbH that serves all of the Konradin Publishing Group's publications and printing locations. Founded in 1929, the group today ranks among the leading publishers of special-information titles that target the German-speaking market. The group's portfolio includes some 50 trade and special-interest publications, online portals and events. Publications cut across the areas of industry, architecture, trades, eye care, employment, consumer products and scientific and popular knowledge, and group services also include corporate publishing and printing. A family-owned and operated company, Konradin has always cultivated a commitment to innovation that extends throughout the group's business units and continues to drive performance. A forward-thinking and acting approach is also what was behind the group's most recent IT project, which involved procurement of a total of 60 notebooks for business applications. In the past, such technology updates had always involved the same cumbersome procedure: the hardware was ordered, shipped to the headquarters location in Leinfelden-Echterdingen and unpacked. After that, the notebooks were loaded with the user profiles, drivers, applications and data and either distributed in house or repacked and shipped to other group locations. All in all, that added up to a significant expense in terms of time and money. This explains why Konradin decided to partner with Fujitsu. After all, Fujitsu was able to offer a portfolio of first-class hardware plus an efficient, cost-cutting deployment solution.

### DESKVIEW LOAD MAKES LIFEBOOK ROLLOUT SIMPLE AND EASY

Mobility and flexibility were the key drivers behind the modernization project launched by the Konradin Publishing Group. In this case, the mobility came from the 60 high-performance E and S Series LIFEBOOKs Fujitsu shipped to the customer. On the other hand, the DeskView Load solution for custom-loading software made possible the exceptional flexibility required for efficient deployment of the hardware. The customer benefited from the streamlined simplicity of the rollout, which eliminated considerable time-intensive work. In practical terms, DeskView Load makes it possible to completely configure and personalize LIFEBOOKs prior to shipment to their ultimate destinations from Fujitsu's plant in Augsburg, Germany – without a rollout center. In the case of Konradin, the notebooks were shipped to locations in Heidelberg, Mainz, Düsseldorf, Nuremberg and Grasbrunn.

### THE CUSTOMER

As the IT service provider for the entire publishing group, the Konradin IT department supports the group's publications and printing operations at various locations.  
[www.konradin.de](http://www.konradin.de)



### THE PROJECT

Procurement of mobile systems and process enhancement in the area of software loading and shipping logistics.

### THE SOLUTION

Rollout of 60 E and S Series LIFEBOOKs, including custom-loading with DeskView Load and shipment directly to users at the various locations of the client from the Fujitsu plant.

**BENEFITS FOR THE CUSTOMER**

- Smooth, problem-free rollout with custom-loaded software
- Efficient handling, lower shipping costs
- Delivery of standardized configuration from Augsburg plant
- Ready-to-go mobile systems delivered to users' desks
- Enormous savings in terms of time and money
- Process tracking through customer interface

**HARDWARE, SOFTWARE, SERVICES**

- Notebooks: 60x LIFEBOOK E780, LIFEBOOK S760 and LIFEBOOK S710
- Operating system: Windows® XP
- Services: DeskView Load

**MAXIMUM EFFICIENCY, MINIMUM EXPENSE**

When a company maintains several branch locations in addition to its main headquarters offices, as is the case of the Konradin Publishing Group, a rollout that involves distribution of new equipment to employees at the various locations can represent a major challenge. Normally, such technology updates involve setting up a special rollout center to manage shipment of the hardware and handle all other work such as, for example, loading the necessary software. This of course ties up personnel and costs time and money. And that explains why Konradin's IT decision-makers opted for an innovative solution that would simplify and speed up the software-loading process. When it comes down the bottom line, the goals were the following:

- To eliminate as much work as possible
- To simplify the software-loading process
- To achieve maximum economy.

**PERSONALIZATION WITH CUSTOM-LOADED USER-SPECIFIC SOFTWARE**

DeskView Load is the intelligent Fujitsu custom-loading option for user-specific software, which helped Konradin speed up a technology refresh for selected employees within the publishing group with the support of systems integrator Raber + Märcker. The customer opted for high-quality E and S Series LIFEBOOKs, which feature very high performance, and Fujitsu was awarded the order for delivery of 60 notebooks, including the E780, S760 and S710 models. The project also called for custom-loading of the 60 notebooks prior to shipment from the Augsburg plant. As a result, Fujitsu loaded the operating system, basic applications and necessary drivers on site in Augsburg. After delivery, Konradin then added its company-specific applications in a final step. All in all, the overall process was significantly simplified. The customer was satisfied with the rollout, the custom-loading process and the overall efficiency of all steps involved.

**LESS MEANS MORE**

The use of the innovative DeskView Load solution when the Konradin Publishing Group deployed its new LIFEBOOKs made it possible to strip away various steps to create a lean, streamlined rollout process. The entire installation process, which involved personalization of notebooks for their users, took place prior to shipment from the Fujitsu plant in Augsburg. Konradin's IT personnel only had to determine software needs, carry out the required tests prior to final acceptance and give the necessary approval shortly before assembly of the hardware in Europe's most advanced computer factory. As a result, Thomas Dinkel, IT Manager of the Konradin Publishing Group, indicated his satisfaction with implementation of the project and the final outcome:

**"FUJITSU'S DESKVIEW LOAD MADE THE ROLLOUT OF OUR NEW OFFICE INFRASTRUCTURE SIGNIFICANTLY SIMPLER. AT THE SAME TIME, THIS ALSO ENABLED US TO MAKE THE SPECIFIC APPLICATIONS, INCLUDING THE OPERATING SYSTEM, AVAILABLE TO ALL USER GROUPS AS QUICKLY AS POSSIBLE."**

The use of Fujitsu's DeskView Load meant that the operating system and software did not have to be installed manually, which saved considerable time and also avoided the errors that can sneak in during manual installation. That of course eliminates the need for corrective action, which would cost even more time and money. And, finally, as regards driver qualification, DeskView Load is nothing less than exemplary since the functionality of the operating system is guaranteed.

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