

# Case Study

## BUWOG Group

»The only way we could achieve everything we needed to in terms of decentralization and data center and server power was by outsourcing.«

Dr. Josef Füricht, IT Director, BUWOG Group



### The customer

The BUWOG Group is Germany and Austria's leading full-service supplier for the residential property sector. Its portfolio consists of over 52,000 properties split roughly equally between the two countries, and has been valued at approximately 3.6 billion Euro (as of 31/01/2015). BUWOG AG's stocks have been listed on the exchanges in Vienna, Frankfurt and Warsaw since late April 2014.

### The challenge

The company needed to outsource all of its IT operations within five months, whilst ensuring that its 700 employees could continue to work without interruption. BUWOG also needed to integrate a second IT landscape into the project following its acquisition of Prelios.

### The solution

According to Dr. Josef Füricht, IT Director at the BUWOG Group, the tender issued in December 2013 was very fact oriented. Due to the already diverse IT requirements, intense service demands and the very tight schedule, he believes that the company had no alternative but to outsource its entire IT system. When it came to selecting a partner for the project, BUWOG defined a number clear criteria in terms of flexibility, performance and price. It then used a points-based system to assess the submissions, eventually awarding the tender to Fujitsu. This decision quickly paid off as even while the contract was being prepared, new tasks were being added due to the company's takeover of Prelios. These included SAP operation and application management services to extend the critical business applications to the new company. The merger also meant that the number of employees doubled. "Some of the many plus points for us were the shared service model and automated service provision via the Cloud," says Peter Ploiner, Head of Sales Professional Services and Project Manager at Fujitsu.

The project involved converting the entire infrastructure, including SAP operation, data storage and security and the telephone system, to Managed Services. This meant that BUWOG outsourced everything from purchasing and configuring new workplace computers and its telephones and telephone lines to operating an additional ERP solution and corresponding SAP applications to Fujitsu, which now provides and manages all of these areas as a service. The services can be booked or cancelled on a month-to-month basis. For the basic services, there is a baseline figure with variable usage charges. The Group therefore does not have to pay for anything it does not actually use.

### The customer

Country: Austria  
 Industry: Real Estate  
 Founded: 1951  
 Employees: 700  
 Website: [www.buwog.com](http://www.buwog.com)



### The challenge

BUWOG's planned stock market flotation and almost simultaneous takeover of Prelios Immobilien Management GmbH meant it had to adhere to a very tight schedule when it decided to outsource its IT operations. But less than five months after signing the contract, the company was already using the first outsourced solution. The project was made all the more challenging by its huge scope.

### The solution

- Fujitsu now provides managed services for over 700 employees from a central location. These include providing:
  - Central, SLA-based IT services
  - Basic services such as email, file storage and printing
  - Operating the ERP software
  - Cloud-based server, storage and backup infrastructures
  - Operating the databases
  - Operating the LAN infrastructure
- Providing and operating the WAN infrastructure (MPLS)
- Providing and operating a cloud-based IP telephony system
- Managing the company's mobile devices (smartphones, tablets)
- Providing and operating workspace environments (PCs, laptops, printers)

### The benefit

- Fast setup and training to ensure that the merged teams reach the defined performance standards
- Excellent flexibility to manage peak demands such as when the accounting and financial controlling departments are preparing their quarterly reports and require additional computing power
- Services can be increased or reduced on a monthly basis
- Higher transparency in terms of costs and a simpler overview of the total cost of ownership
- Easier for the company to focus on its core competencies

### Products and services

- Providing and operating the entire infrastructure (servers, storage, backup-restore) on the Hosted Private Cloud platform (Infrastructure-as-a-Service)
- Basic SAP operation
- Operating the Oracle and SQL databases
- Operating all basic Windows services, Exchange and the Citrix environment
- Providing and operating the approx. 700 IT workplaces and the printing system
- Providing and operating the MPLS network including the connection to the Fujitsu data center
- Providing and operating the IP telephony system (Communication-as-a-Service)

While it was converting its IT systems, BUWOG was also integrating Prelios' employees into the company. IT played a key role in this, says Dr. Füricht. The shared email addresses and folders and drives for team projects really impressed the employees. "The IT system actively drove this change and it really helped to bring the two companies together. It was astonishing to see the kinds of positive effects IT can have on a business," says Dr. Füricht. One factor that took a bit of getting used to was the new telephony system: the employees had to learn how to use a single integrated solution for both PC and IP telephony.

The project was an unusual challenge for both the BUWOG Group and Fujitsu, but they overcame it very successfully. The timeframe for the project was very short due to the company's stock market flotation in April 2014. "Our biggest challenge was the fact that we had to complete the two parallel transitions by the same tight deadline," explains Peter Ploiner. The initial sales presentation took place shortly before Christmas 2013 and by the end of March of 2014, the companies had signed the contract. The project progressed very quickly, with BUWOG's new systems going live on 04 August 2014 and Prelios following one month later, having been taken over during the intervening months. This was the largest outsourcing contract Fujitsu had ever signed in Austria. The companies agreed a five year term.

### The benefit

For the BUWOG Group, outsourcing its entire IT infrastructure to Fujitsu means that it now has a very slimline in-house IT department which can concentrate on IT governance and business consulting. "BUWOG can now be more flexible and focus on its core competencies. The new IT system enables us to work the way we want to. So it is incredibly valuable to us," says IT Director Dr. Josef Füricht. When the company takes over new businesses, Fujitsu provides all training on the new systems to ensure that the new employees reach the same, defined standards. "The new system has also given me the flexibility to deal with bottlenecks and shortages quickly and efficiently," continues Dr. Füricht. This is particularly important when the financial controlling and accounting departments require more computing power for their quarterly reports. He also believes that outsourcing has made it easier to gain a clear overview of the total cost of ownership for the services.

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Dr. Josef Füricht, IT Director, BUWOG Group

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2015-08-14

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