

CASE STUDY

Managed Services for the European Data Centre of Daimler AG

Responsibility for 5,000 servers and 1,500 databases

“We want to prove that there’s no contradiction between optimising costs and simultaneously enhancing quality.”

Bernd Wagner, Senior Vice President Region Germany, Fujitsu Technology Solutions GmbH



The challenge

Ensuring reliable operation and support of around 5,000 servers and 1,500 databases worldwide

Cutting costs substantially, yet increasing the agility and quality of the IT services provided by the data centre

Creating clear structures for competencies and responsibilities through a central service partner

The Solution

Delegation of responsibility to Fujitsu for global operation of the servers at the European Data Centre (EDC) and the operational integration of new hardware, databases and applications

Guarantee of high-performance system operation as part of an ITIL*-based model with defined service level agreements (SLAs)

Significant cost optimisation by combining onsite services with extended off-shoring services on a 24/7 basis

Quality assurance thanks to measurable and reportable SLAs and increased quality of processes through standardisation

* IT Infrastructure Library

European Data Centre: global IT services Daimler AG's European Data Centre (EDC) provides the group's companies worldwide with an extensive range of IT services. A broad expanse of operational services on around 5,000 servers and 1,500 databases from different vendors are run in both 24/7 and 8 to 5 operations at the European Data Centre's facilities. They extend from operating systems and an Active Directory Service Desk, file and print services to e-collaboration, ERP basic and database support and e-security services.

Solution components

- Delegation of responsibility for global operation of the servers an operational integration of new hardware, databases and applications to Fujitsu
- Guarantee of high-performance system operation as part of an ITIL*-based model with 28 defined service level agreements (SLAs)
- Significant cost optimisation by combining on site services with extended off-shoring services on a 24/7 basis.
- Quality assurance thanks to measurable and reportable SLAs and increased quality of processes through standardisation

Customer benefits

- Greater cost-effectiveness thanks to integration of off-shore services
- Clear competencies and responsibilities through a central service partner
- Clarity and transparency thanks to an SLA-based operation model
- High quality of services with ITIL-compliant processes
- Future-proof approach thanks to a service partnership based on a stable foundation

The project

The focus

Laying the foundation for and managing server, database and application operation by Fujitsu for the delivery of various operational services at the European Data Centre of Daimler AG.

Delivery of services based on 28 SLAs and defined KPIs

Fujitsu was chosen in the selection process thanks to its SLA-based model for operations management and its concept for ongoing further development. The platform for this is ITIL, the standard for process-oriented IT service management. Managed Data Centre Services build on this foundation. The range of services that used to be performed by a variety of providers is now consolidated in one pair of hands, creating clear competencies and responsibilities and streamlining the flow of work with the customer since there is now just one central service provider.

Further expansion of off-shoring

28 jointly defined and stipulated service level agreements form the framework and specify the objectives for service delivery. Key performance indicators (KPIs) are used to measure performance. These values define the targets for normal operation of the servers in practice, as well as for maintenance of complex database and software environments. In addition, the share of off-shored services already provided from India will be increased, enabling additional cost-cutting potential to be leveraged. Ticket management systems are used to record problems that are reported and initiate steps to rectify them rapidly. Proactive monitoring helps identify and eliminate errors at an early stage before they can cause system failures.

A record of success

Optimised costs and enhanced quality

The new chapter in Managed Data Centre Services at the European Data Centre of Daimler AG began in April 2008. Since then, the new operating model has delivered concrete advantages. Lower costs are one of the key aspects. A major contribution to this cost reduction is made by leveraging synergy effects with clearly defined service levels and the chosen mix of onsite and offshore services provided in close cooperation between experts in Germany and India.

Additional cost optimisations are becoming apparent: they include greater efficiency at the organisational and process levels, as well as further standardisation of service processes, thus creating latitude for automation. The SLAs and key performance indicators lay the foundation for a high level of quality.

Proactive monitoring and sophisticated escalation management, in conjunction with clearly defined competencies and direct channels, ensure minimal risks and high speed in the service chain. Bernd Wagner, Senior Vice President Region Germany at Fujitsu Technology Solutions GmbH sums up, "We want to prove that there's no contradiction between optimizing costs and simultaneously enhancing quality."

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