

# Case Study

## Austria's pharmacies believe in PRIMERGY-server from Fujitsu

»The excellent performance, compact size and attractive design of the PRIMERGY servers make them the an ideal choice for our pharmacies.«

Robert Rohrer, Managing Director, Apotronik Datenservice GmbH



### The customer

Apotronik is the leading IT partner for Austria's pharmacies. The company has been providing efficient, easy to use solutions for its customers' daily processes for over 25 years. Its range of services cover everything from tailor-made point-of-sale (POS) software to certified IT consulting, installation and configuration services and ongoing support. This means that its customers can get all of the IT services they need from a single source. Apotronik constantly adapts and updates the software it develops for the pharmacies to keep up with changing market and customer requirements, and to ensure that it is always features the latest, most powerful technologies. Today, a large proportion of Austria's pharmacies rely on Apotronik for their IT services, and the company has developed an excellent reputation for providing both high quality products and excellent customer service.

### The challenge

As the IT service provider for Kwizda Pharma, Austria's largest pharmaceutical wholesaler, Apotronik supports 350 pharmacies and 400 in-house dispensaries across the country. As well as IT services, the company also provides its own enterprise resource planning system and additional software solutions. With support for Microsoft Windows Server 2003 due to end in July 2015, the IT service provider was facing one of its biggest challenges yet: many of the pharmacies it supported were still using the software, and were firmly in the mindset of 'if it isn't broke, don't fix it'. But as no more updates or security patches would be issued after this date, they all needed to be converted to Windows Server 2012. Apotronik saw this as the perfect opportunity to replace all of the existing server hardware at the pharmacies too.

### The solution

Due to the limited amount of space in the sales areas in the pharmacies, the new servers had to be as compact as possible. They also needed to be very quiet as customers would be passing by them constantly. So Apotronik decided on the Fujitsu PRIMERGY TX1320 M1 tower servers. Over the past two years, Apotronik has been carrying out a gradual roll-out, installing new PRIMERGY TX1320 servers at around 200 smaller pharmacies and PRIMERGY TX2540 servers at larger sites. In terms of their range of features and performance, the servers are the ideal solution for Apotronik's pharmacies, which range in size from two to 15 dispensary counters.

### The customer

Country: Austria  
Industry: Software and IT services  
Founded: 1987  
Employees: 21  
Website: [www.apotronik.at](http://www.apotronik.at)



### The challenge

Due to the discontinuation of support services for Microsoft Windows Server 2003 in July 2015, many of Austria's pharmacies needed to be converted to Microsoft Windows Server 2012. Sales partner Apotronik saw this as the perfect opportunity to replace all existing server hardware at the pharmacies it supports. As the servers were going to be installed within the pharmacies' sales areas, Apotronik needed to find devices that were as compact and quiet as they were powerful.

### The solution

Fujitsu replaced the existing server hardware in 200 of the pharmacies supported by Apotronik with PRIMERGY tower servers. A total of 200 PRIMERGY TX1320 and PRIMERGY TX2540 servers were installed over the course of the project. The components were tailor-made to meet the pharmacies' requirements in terms of performance, size and noise volumes.

### The benefits

- Secure hardware base for running Microsoft Hyper-V virtualized systems
- Compact size
- Attractive design and low noise levels are ideal for use at the POS
- Optimized system support with remote management
- High quality hardware, made in Germany

### The benefit

The PRIMERGY servers meet all of Apotronik's pharmacies' requirements: they are more powerful than the previous systems, but are also much more compact. This makes them an ideal solution for installation in sales areas where space is often very limited. Combine these features with their low noise volumes and attractive design, and it is clear to see that the devices are practically made for use at the point of sale.

Apotronik also needed the new servers to be very reliable. The company provides its own software solution which generates an order with the wholesaler as soon as a medicine is purchased, thereby ensuring that the pharmacies always have a constant supply. For this process to work, the IT infrastructure has to be as stable and powerful as possible. Apotronik also uses systems that are virtualized with Microsoft Hyper-V. The PRIMERGY servers have proven to be a reliable, powerful hardware solution for them – so far there has not been a single fault. The company was even able to run the old system in parallel on virtual machines during the conversion from Windows Server 2003 to Windows Server 2012.

Another key benefit is that the PRIMERGY servers can be managed remotely. This means that Apotronik's team can watch over the server infrastructures at all of its pharmacies across the country from one central office. This reduces costs. Finally, the pharmacies now benefit from very high quality hardware that is made in Germany. The PRIMERGY servers are manufactured at Fujitsu's Augsburg plant, Europe's most modern computer factory.

### Products and services

- FUJITSU Server PRIMERGY TX1320
- FUJITSU Server PRIMERGY TX2540
- Integrated remote management
- Initial server configuration
- Fujitsu guarantee

### Conclusion

Fujitsu won over Apotronik with its complete package of cutting edge server technologies, comprehensive support, and an excellent price : performance ratio. The PRIMERGY servers ensure that the pharmacies' software systems run efficiently, stably and reliably. This in turn makes the sales process smoother and faster, which significantly increases customer satisfaction.

**"The pharmacies Apotronik manages are definitely in a much more secure position with the PRIMERGY servers. They now have a stable hardware base for their virtualized systems and their IT systems as a whole are much more reliable."**

### About Fujitsu

Fujitsu Central Europe (Germany, Austria and Switzerland) is a leading European all-round provider of information and telecommunication technologies. Headquartered in Munich, the company offers a comprehensive portfolio of technology products, solutions and services, ranging from terminals, data center solutions, Managed & Maintenance Services and cloud solutions right through to outsourcing and consulting. Fujitsu develops and manufactures notebooks, PCs, thin clients, servers, storage systems as well as mainboards and operates highly secure data centers in Germany. For the fiscal year ending March 31 2014 Fujitsu generated a revenue of more than €1.8 billion with approximately 2,800 employees in the Central Europe region.



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