

“As an innovation partner, Fujitsu optimally supported our company and employees in the transformation to a digital workplace with comprehensive expertise as well as project and change management.”

Tobias Jakob  
Head of Infrastructure  
Home Shopping Europe GmbH



Working with Fujitsu, HSE24 created the technological, infrastructural and organizational basis for a state-of-the-art digital workplace.

#### At a glance

Country: Germany  
Industry: Retail  
Founded: 1995  
Website: [www.hse24.de](http://www.hse24.de)

#### Challenge

To establish a state-of-the-art workplace for over 900 employees, HSE24 had to create the infrastructural conditions as well as prepare their employees and support them throughout the transition.

#### Solution

As a general contractor, Fujitsu developed and implemented a technical concept for modernizing the infrastructure and improving the end user experience. This was followed by a rollout concept for introducing Office 365 and an optimized transition plan for the employees.

#### Benefit

- Technical planning and implementation, comprehensive project and change management and a help desk from a single source
- Fujitsu as general contractor manages partners
- Detailed customer knowledge, thanks to a long-standing business relationship started in 1996
- Gradual innovation tailored to the customer's digital maturity

## Customer

HSE24 is an innovation driver for modern home shopping. Having initially launched via TV in 1995, the company has developed into an international omnichannel retailer that now has a presence on all relevant channels – on TV, online, on the go and on social media. Their unique selling proposition is the cross-media presentation of topics and brands with lifestyle character. The group currently has a workforce of about 1,400 employees. Including employees operating at call centers and logistic partner companies, HSE24 creates more than 4,300 jobs.

## Products and services

- Development and implementation of a customized rollout concept for introducing Office 365
- Change management for employees, including training and on-site support
- Introduction of a guest WLAN, new remote accesses and new notebooks
- Help desk with a standardized ticket system
- Modernization of infrastructure in the back end, including backup & storage, security, virtualization, network and filing

## On the way to the digital workplace

As part of their digital strategy, Home Shopping Europe GmbH – HSE24 for short – wanted to transform their company into an innovative employer. Specifically, this meant establishing a state-of-the-art digital workplace for around 1,000 employees. The goal was to increase the productivity and efficiency of collaboration between employees and teams and to make workplaces more flexible. An essential component of the concept was the introduction of Microsoft Windows 10 and Office 365 as well as Skype for Business as a collaboration tool.

However, this required comprehensive measures for which HSE24 sought a qualified partner. "What was important to us was to find a highly innovative partner who understood exactly what we wanted to achieve with the digital workplace concept," recalls Tobias Jakob, Head of Infrastructure at HSE24. "A partner who was capable of properly preparing our infrastructure and optimally supporting our employees throughout the transition."

The HSE24 has had a business relationship with Fujitsu since 1996 that started with the hosting of SAP systems. "For many years we've had the same contacts at Fujitsu who are thoroughly familiar with our company and our individual requirements," says Jakob when describing the benefits of the long-term business relationship. "This was also demonstrated by the ideas and suggestions we received, which exactly fit our requirements." So HSE24 chose to initiate the digital transformation with Fujitsu as their general contractor.

### Think big, start small

The transformation comprised several steps: First of all, Fujitsu created a concept for the infrastructure in the back end and modernized servers, backup, storage and IT security. The second step included measures for improving the user experience. Fujitsu implemented a campus-wide guest WLAN and new remote accesses via VPN. New notebooks were purchased. The help desk was standardized and directly affiliated with Fujitsu's service department. In the third step, Fujitsu redesigned the network and virtualization structure and cleaned up the filing systems in order to restructure them to meet future requirements. All the technological requirements for the actual project had now been met.

## Test phase

"A new workplace concept always means a major transition for employees. We didn't want to take any risks in this area," explains Jakob. "That's why we focused on optimal preparation." As part of a test phase, Fujitsu introduced Windows 10 to a group of 50 selected and extremely heterogeneous users. "During this phase, we collected experiences that told us what we would have to concentrate on during the actual rollout – for example, which new features of Office 365 required the most training."

### High acceptance among users, thanks to perfect planning

Based on these experiences, Fujitsu created a comprehensive logistical rollout and change concept. This included numerous training courses and programs that had to be completed beforehand and allowed for individual requirements for the rollout, such as optimal timing. The rollout was then implemented gradually in functional groups, mostly by department in close consultation with the department heads and always on the weekend. This served to preserve business continuity. In the days following the transition, trainers were also available on site to answer any questions immediately and support employees taking their first steps using the new system.

"Fujitsu did an excellent job of planning and implementing the rollout," says Tobias Jakob in praise of the entire team. "There were no problems. Instead there was extremely high user acceptance." As a result, HSE24 was immediately and noticeably able to achieve the expected added value, such as more efficient cooperation.

Jakob sums it up as follows: "In Fujitsu, we have a partner who excels not only technologically but also in terms of project and change management and who always keeps their eye on the overall objective – making our company more attractive through digital innovation. This objective was reached."

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