

Case Study

Z.I.E.L. GmbH offers travel agencies options for more efficiency

»Thanks to desktop virtualization based on PRIMERGY servers and Zero Clients, our customers can drastically cut costs while improving performance and reliability at the same time.«

Gerd Laatz, Executive Managing Director, Z.I.E.L. GmbH



Developed by experienced tourism specialists

Z.I.E.L. products are well-known for their extreme ease of use. The specialists at Z.I.E.L. have gained practical experience in addressing the needs of travel agencies for many years, and they are very familiar with all aspects of the tourism business. Since 1984 the experts at Z.I.E.L. have applied their practical know-how to the development of software products and services for travel agencies, offering their customers "Specialization without Compromises". Today some 1,500 business enterprises rely on know-how from Z.I.E.L.

The mission: to exploit savings potential in travel agencies

Z.I.E.L. knows that travel agencies have very thin margins, and that IT accounts for a large share of their business costs. Often travel agencies reduce their office space and delay hardware investments in an effort to save money. But keeping old hardware means that energy costs remain quite high. And when working in smaller offices, problems related to dust and temperature arise and can lead to frequent system outages. What's more, if the customer does not have professional data backup, the business risks can be extremely high. Local hardware suppliers are not in a position to help travel agencies because they do not have specific knowledge of the tourism industry, which is essential when addressing IT issues in travel agencies. Recognizing this fact, Z.I.E.L. decided to supplement its existing portfolio of software and services with a hardware solution designed specifically for travel agencies.

The method: Green IT from Fujitsu

After analyzing offerings from the leading IT vendors, Z.I.E.L. was convinced that the combination of Fujitsu Zero Clients and PRIMERGY servers would be the hardware platform of choice for building the optimal IT infrastructure for travel agencies: Building block 1, the Zero Client, makes no noise at all, is remarkably reliable, energy efficient and, when compared with standard PCs, much lower in cost. Building block 2, the PRIMERGY TX200 S6 tower server, delivers high performance for all applications in travel agencies, as well as maximum energy efficiency. Based on an average PC life cycle of 3.5 years, some EUR 350 can be saved per workplace for electricity alone. The costs of maintenance and software management are also considerably less. Z.I.E.L. combines these advantages with its proven software and services so that travel agencies can quickly achieve higher efficiency, without the need for in-house know-how.

The customer

Since 1984 Z.I.E.L. GmbH has been developing software products which are specifically tailored to meet the needs of travel agencies. The company's motto is "Specialization without Compromises."
www.ziel.de



The challenge

Enabling travel agencies to benefit from complete process and cost optimization without having to rely on in-house IT expertise.

The solution

- A complete package for travel agencies that includes:
- Z.I.E.L. software and services for all travel agency tasks, and
 - Desktop virtualization with Fujitsu Zero Clients and PRIMERGY servers

Customer benefits

- Software, hardware and services from a single source: Z.I.E.L. is the single point of contact for all IT matters
- Considerable energy savings thanks to Green IT from Fujitsu
- Hardware with high reliability
- Clients with an extended life cycle
- Investment protection through easy and low-cost server enhancements and options for legal transfer of OEM software when replacing the server

Products and services

Hardware in the travel agency solution

- PRIMERGY TX200 S6, Fujitsu Zero Client DZ22-2

Software in the travel agency solution

- SYNCCESS® from Z.I.E.L., Microsoft® Office 2010
- Operating systems: Windows® Server 2008, Small Business Server 2011, Windows® 7 Professional

Services in the travel agency solution

- Planning, design, maintenance and support from Z.I.E.L., second-level support from Fujitsu

How Green IT pays off for travel agencies

High energy consumption, lack of space, system outages: Z.I.E.L. addresses these problems, which are typical in travel agencies, and offers desktop virtualization as a very efficient way of resolving these issues. All data and applications in the travel agency are provided centrally from a PRIMERGY TX200 S6 server. This server was developed for small or decentralized infrastructures and delivers high reliability and performance, along with maximum energy efficiency, for mission-critical applications. The Fujitsu Zero Client is installed as a workplace system replacement for the traditional PC. This innovative frontend device has all of the basic functions needed to access programs and data – plus an intelligent display with brilliant resolution. It does not have a processor, integrated storage or any moving parts. And that makes the Zero Client much more reliable and quieter than a PC – it also requires less space and has a longer life cycle, not to mention its much lower price. “Desktop virtualization enables travel agencies to improve the efficiency and reliability of their office operations,” says Gerd Laatz, Executive Managing Director of Z.I.E.L. GmbH. And he adds: “An important point for us was the fact that the PRIMERGY server, in combination with the Fujitsu Zero Client, consumes less energy than a PC. And Fujitsu also has an intelligent recycling concept.”

Remarkable energy savings, no chance of mechanical problems in the workplace system, more data security, easier management of hardware and software – these advantages really do pay off for travel agencies, as shown by Z.I.E.L. in its comparison of a classical server and PC solution with the Green IT offering from Fujitsu. Based on the average service life of a PC, the green alternative saves at least EUR 350 per workplace for electricity alone, and up to EUR 800 in terms of full cost accounting. Add to this the lower investment required when the server needs to be replaced at end of life. Or the savings gained from the longer life cycle of the Fujitsu Zero Client – unlike a PC, the device does not require upgrades, thus saving even more money.

Z.I.E.L. keeps travel agencies in the green

Enhancing its portfolio was a logical step for Z.I.E.L. because it can now provide travel agencies with tailored-made solutions based predefined packages. There is even a package resembling “technical assisted living” for travel agencies. This complete single-source service covers consulting, the provisioning of IT systems and the professional installation of all tourism applications, plus monitoring of data security and complete server monitoring. What’s more, Z.I.E.L. acts as the central point of contact for all technical matters in travel agency environments. Z.I.E.L. can also assume responsibility for outsourced server operations in a high-performance data center with redundant connectivity to customers’ Fujitsu Zero Clients, or perform daily data backups – Z.I.E.L. can even take care of all accounting procedures as well. This kind of customer care is truly appreciated by travel agencies, as was evident during the course of the project: Within just a few weeks, Z.I.E.L. was able to convince five travel agencies to adopt the complete Fujitsu Green IT package.

“In our role as the central contact for all matters related to IT, travel agencies expect us to offer solutions that make their work easier while reducing costs as well. The high-quality and low energy consumption of Green IT products from Fujitsu enable us to do that.”

Gerd Laatz, Executive Managing Director, Z.I.E.L. GmbH



Contact

Fujitsu Technology Solutions
Customer Interaction Center
Mon. – Fri.: 8:00 a.m. – 6:00 p.m.
Email: cic@ts.fujitsu.com
Phone: +49 (0) 1805-372 100

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