

# Case study

## Vogelsänger benefits from increased flexibility thanks to the Fujitsu Cloud

»Cloud Computing via the Fujitsu Cloud Store is a sustainable model for us, both ecologically and economically.«

Peter Texter, Managing Director, Vogelsänger Event



### Software from the Cloud – more productivity through flexibility

A project management solution can only be fully effective when all employees can access it comfortably from wherever they happen to be. For Vogelsänger, a communications agency with 150 full-time employees in addition to many freelancers and external service providers, this requirement is entirely self-evident. Until now, the agency group maintained its own server and storage resources for this purpose, and used a fixed licence model for software. Vogelsänger's impulse to change to a more flexible Cloud solution was driven by considerations of sustainability.

### Software delivery as and when necessary

Vogelsänger Event is thus one of the first German agencies to receive the 'Sustainable Company' certificate as a sustainably operating company from the inter-trade organization FAMAB. "In this context, we put all of our production processes to the test," says Peter Texter, Managing Director at Vogelsänger Event. "To move our existing solution, PROJEKTA von BBL Software, to the Cloud was a perfect fit for this concept." The booking was arranged via Fujitsu's Cloud Store. In a way, this can be described as an online marketplace for the delivery of Software-as-a-Service. Users can obtain information about solutions from different divisions and order these flexibly, tailor-made for their employee and usage requirements. "It can be that, when we are organizing large-scale events, we are co-ordinating more than one thousand staff who have to be precisely managed over a timeframe of six to twelve months," Peter Texter explains. "Beyond this, we have enormous expenditure for decorations and technology. At the event location, everything has to be there on time, meaning the right amounts of data and a large number of freelance staff who need to access PROJEKTA." In the past, it wasn't just the hardware that continually had to adapt to peak demands like this – the software had to as well. "We had to buy a new PROJEKTA licence for every freelancer, even if they were only working for Vogelsänger once a year for six weeks," says Texter. "We are now able using the Fujitsu Cloud Store to book one or twenty extra users for time period X. So the solution always adapts flexibly to our actual requirements, and then when the project is finished we can reduce the number of users again with the click of a mouse."

### The Customer

The Vogelsänger Group has a staff of 150 at six locations in Germany and is active in the communication fields of photography, film, multimedia, events and consulting.

[www.vogelsaenger.de](http://www.vogelsaenger.de)



### The Challenge

Vogelsänger wanted to reduce its data center capacities and to become more economically sustainable in all its business activities. The agency group also sought increased mobility and flexibility, especially with regard to their project management solution.

### The Solution

Software-as-a-Service (PROJEKTA from BBL Software) accessing Infrastructure-as-a-Service (Fujitsu Cloud Data Center) as a simple package solution via the Fujitsu Cloud Store.

### The Benefit

- Increased flexibility through abandoning the fixed licence model
- Enhanced data security
- Higher performance
- Reduced energy costs thanks to discontinuation of in-house server and storage resources

### Increased sustainability thanks to SaaS

Thanks to the entry into the Cloud, Vogelsänger has effectively realized its ambitions for sustainability. "In our headquarters, we could let go of an entire server and the climate control units that supported it," Peter Texter says. "That doesn't just mean that we save on energy and maintenance costs, but also the expenditure on back-ups and data security. It makes things much more comfortable for us that we have outsourced these elements. And at the same time, we can operate a lot more ecologically as a company."

### Project Management plus Cost Control

Vogelsänger is convinced that it makes sense to entrust critical business applications and data to a proven Cloud provider. BBL PROJEKTA, in effect, forms the backbone of Vogelsänger's work. "In the event management field we have extremely complex projects, because a wide variety of different trades have to work efficiently together," says Peter Texter. "The result is often jobs for other Vogelsänger business areas, for example the live streaming of an event, the creation of a website or high quality photographs. So our event management business division often generates a requirement for the entire spectrum of services that the group offers. That's why we proactively search for opportunities to organize our projects better and faster." BBL PROJEKTA is a web-based project management solution that also comprises cost control. This allows Vogelsänger to immediately make a calculation with regard to what amount of the total project costs are made up of freelancer salaries and company fixed costs. In addition, all relevant documents such as clearance forms, insurance policies, rental agreements for car hire, CAD plans etc. are deposited in the database that PROJEKTA relies upon. Access to this database needs to be secured twenty four hours a day.

### Security is the watchword

Precisely here is where another advantage of Cloud Computing lies. Bettina Langer, Head of Customer Services at BBL Software GmbH, places great store on the cooperation with Fujitsu. The software sup-

### Products and Services

- Services:
  - Software-as-a-Service (Fujitsu Cloud Store)
  - Infrastructure-as-a-Service (Fujitsu Cloud Data Center)
- Software:
  - PROJEKTA from BBL Software

plier, based in the German state of North Rhine-Westphalia, is represented in the Fujitsu Cloud Store with a range of solutions and also depends on the Cloud performance from world's third largest IT company when it comes to server and storage capacity. "As a smaller-sized software supplier, we can always play the card that we have Fujitsu as a major partner in the background, that's something that customers can rely on," Langer says. "That's ideal, because security is an essential factor in Cloud Computing – and thanks to Fujitsu, we can guarantee a maximum amount of security."

### Cloud Computing pays for itself

The Cloud version PROJEKTA Relax actually runs on servers in the Fujitsu data center in Neuenstadt near Heilbronn. This belongs to a group of six Fujitsu Global Cloud Data Centers that, in addition to Germany, are also located in Great Britain, the USA, Japan, Singapore and Australia. Vogelsänger's data are based in Neuenstadt, and its employees can access this data from any end device and from wherever they are. "Particularly when you are on the move, this solution runs much more quickly than before," Peter Texter says happily. "It gives us a good feeling that our data is based in a secure data center in Germany." This data center fulfils the international standard "International Level III" and is thus one of the safest in the world. Peter Texter is impressed:

"What kind of security measures can you employ as a small to mid-sized enterprise compared to a professionally-managed, ultra-modern data center? If we wanted to achieve this standard ourselves, we would have had to invest so much money – it wouldn't have been worth it financially. Thanks to the Fujitsu Cloud, we can have such a high level of security anyway. Beyond this, the solution has more than paid for itself due to the gain in productivity and flexibility."

### Partner



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