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Christian Münch
Managing Partner
planworx GmbH

The IT infrastructure developed with the support of Fujitsu and microstaxx has transformed planworx into one of the most state-of-the-art agencies in Germany.

At a glance

Country: Germany
Industry: Event agency
Founded: 1987
Website: planworx.de

Challenge

The IT infrastructure at event agency planworx was beginning to look dated. A move to a new office proved to be the perfect opportunity to revise its IT concept and develop a futureproof, modern solution designed around mobile working.

Solution

Fujitsu designed a system for planworx tailored for its needs, offering a huge amount of flexibility, using state-of-the-art technologies with powerful servers and storage, flex-desks and internet telephony.

Benefit

- Support from Fujitsu and microstaxx throughout the project, from analyzing the current situation through to designing the system, selecting IT components, and implementing and commissioning the solution
- Close contact and physical proximity made the cooperation easier
- The IT partners demonstrated a high degree of professionalism, made the customer feel valued, and could keep to deadlines despite tight timeframes



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Customer

planworx GmbH is a full-service event agency that plans and runs events, conferences, trade fairs, launches, roadshows and more, predominately for the automotive and IT sectors. Its customers include BMW, Microsoft, Intel, and Cisco. It is a medium-sized company with more than 50 employees. Since its move to a new site complete with a modern office concept, flexible working options and state-of-the-art technology, planworx GmbH has become, in its own words, "probably Germany's most modern event agency", and an excellent example of how the concept of Work 4.0 can be put into practice.

Products and services

- 2 x FUJITSU Server PRIMERGY RX2540
- 1 x FUJITSU Server PRIMERGY RX2520 as a backup
- FUJITSU Storage ETERNUS DX100
- 3-year on-site service package

A new office with a modernized IT system

planworx's Managing Director, Christian Münch, and his staff were facing two big challenges. Firstly, they had just six months to find a new office in Munich. Once they had found somewhere, they were planning to do away with the company's – in some cases – decades-old IT infrastructure and move to a much more modern, mobile style of working. The staff split into three groups to figure out the technical, spatial and organizational aspects of the move. "Fujitsu was highly professional and recommended integration partners which completely fulfilled our requirements. We were also impressed with how much the project partners made us feel valued as a customer," says Münch. The partners were tasked with designing the system and selecting suitable products for the company's new ways of working, before implementing the solutions flexibly and quickly within the tight timeframe.

Fujitsu delivers equipment for transition to mobile working

When it moved into its new offices at the beginning of this year, planworx entered a new digital age. "We completely redesigned how we do things to accommodate mobile working. Everything from our IT systems to trust-based working time accounts," says Münch, describing the transition. The change has meant that all the staff, including the managing director, now hot-desk – there are only enough workstations for 60 percent of the team. The staff have mobile PCs, docking stations with two monitors, powerful Wi-Fi, and VPNs at their disposal. They also use Voice over IP telephones. The new offices are designed to allow them to work in four different zones - Concentrate, Collaborate, Communicate and Contemplate - they reflect the modern office concept. FUJITSU Server PRIMERGY and FUJITSU Storage ETERNUS products give the IT systems a reliable yet flexible backbone.

For Münch, the new concept is not only smart, but also essential for his agency. "We are an event agency that works for companies which support this kind of working. When we develop campaigns for their new solutions, it is important for us to understand them and work in an environment that takes advantage of them." More than 90 percent of planworx's staff say they are either satisfied or very satisfied with the technology. "Our customers were unbelievably impressed with our new system as the agency is striking forward and adopting new and modern working styles," says Münch. He also adds that other agencies have already become interested and have even come into the new office to see how the concept works.

The new working style would not have been possible without Fujitsu and microstaxx: "Technology and concepts have an enormous influence on one another, we had to define where we wanted to go and then work with Fujitsu and microstaxx to determine the kind of infrastructure we needed to get us there," explains Münch. The IT partners guided the company expertly through the process of selecting the technology, and searched for and established concrete solutions that would meet their requirements. "Both partners gave us real inspiration to convert to a more heavily digitalized working style," says Münch. Another advantage was that the IT partners, sales staff at Fujitsu and the Fujitsu manufacturing site in Augsburg were all nearby.

Smooth implementation despite tight deadlines

Münch adds that Fujitsu and microstaxx also impressed him with their "unbelievably structured approach, open and honest analysis of our current situation and shared vision for achieving our goals." The implementation was also carried out within a very tight timeframe. There were just six months between the initial discussions and the end of the project, and just a few weeks for the implementation. Münch is positive about the results of the project: "We are very satisfied, and our employees are highly motivated." The modern ways of working opened up by the new IT infrastructure are attractive to the existing staff and also give the company an advantage in the fight for new talent. "People come to us because we can offer very modern and future-oriented working conditions. We are already noticing that many more young staff are coming to us and staying with us. That's a real benefit," says Münch.

The company's experiences with these new ways of working are also opening up new fields of business. "Even before the change process started, we were encouraging large companies in this direction. Now we can communicate the steps required more convincingly. Examples of this include projects we have been able to implement with MAN and Audi." For Münch, the transition is a commitment: "We have nailed our colors to the mast and are dedicated to making constant change more of a priority from now on to ensure that we are not only the most state-of-the-art agency around today, but will also remain so in the future."

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