

# Case Study

## Eco? Logical! The Franz Bauer Distillery profits from maximum energy efficiency

»Saving energy while increasing productivity – we follow ecological production practices which have resulted in profitability and many other benefits in our business. And for many years now Fujitsu and MBS have contributed to our success with their expertise as our trusted IT partners.«

Mag. Michael Todor, Managing Director, Franz Bauer Distillery



### Franz Bauer Distillery – one of the most modern distilleries in Europe

For more than 90 years the Franz Bauer Distillery has produced high-quality spirits and liqueurs for every taste and is one of best-known traditional businesses in the Steiermark region of Austria. In fact, the distillery – which is one of the most modern bonded distilleries in Europe – has produced Jägermeister for more than 40 years in the city of Graz and sold the popular brand in Austria under license. The location in the Steiermark region ensures that only the finest and freshly harvested ingredients are used. Up to 1.5 million kilograms of fresh fruit are carefully mashed and distilled to produce high-quality distilled beverages. In addition to its own spirits, the Franz Bauer Distillery also distributes such brands as Berentzen, Puschkin, Patrón Tequila, Osborne and the Dark Dog energy drink. Bauer beverages produced in the city of Graz have received many national and international awards. The key to this success is to be found in the heritage of the company and its philosophy: Keep pace with the times and always be at the leading edge. Being a recognized “ecoprofit” business in Graz means that the distillery is environmentally conscious and uses natural resources responsibly, saving water and energy, in addition to avoiding pollutants – and to achieve this the latest innovations are integrated in the company’s processes to ensure ongoing improvements.

### The distillery trusts Fujitsu as a source of environmentally friendly IT

“Heat energy recovery, solar energy, the use of regional fruits and the constant optimization of the IT infrastructure: When it comes to saving resources and protecting the environment, we employ the very latest technologies and processes,” says Mag. Michael Todor, Managing Director, Franz Bauer Distillery. The source of inspiration for innovative IT has been Fujitsu and Modern Business Systems GmbH (MBS) as trusted and reliable partners for implementing efficient concepts, systems and solutions at the distillery. Working in close cooperation with the customer, both partners recently boosted the efficiency and productivity of the distillery’s IT. By implementing the PRIMERGY BX900 Dynamic Cube, the Franz Bauer Distillery now has the most energy-efficient blade server technology available at this time, and the company has begun the transition toward server and desktop virtualization. The new IT technology also includes ESPRIMO PCs for workplaces as well as LIFEBOOK notebooks for the sales force to ensure maximum mobile productivity.

#### The customer

Since 1920 the Franz Bauer Distillery has been known for fine spirits and alcoholic beverages – in addition to its own products, the company also distributes many popular international brands under license. [www.bauerspirits.at](http://www.bauerspirits.at)



#### The project

Continued development of the entire IT infrastructure to be ready for future projects and to optimize savings

#### The solution

- Continuing data center consolidation with PRIMERGY BX900 blade servers and server virtualization, as well as consolidation of the storage systems
- Initial implementation of desktop virtualization and deployment of ESPRIMO PCs as well as LIFEBOOKs for the sales force

### Customer benefits

- Improved productivity thanks to server and desktop virtualization
- Additional improvement in energy efficiency of 40%
- Better customer orientation with state-of-the-art technology for the sales force
- Reduced administration and maintenance of the IT infrastructure
- Time savings of 60% in client administration through virtualization
- Establishment of an efficient basis for future projects thanks to the cost-effective scalability of IT capacities

### Products and services

- Servers: PRIMERGY BX900 with PRIMERGY BX922 server blades
- Clients: 40 ESPRIMO PCs, 20 LIFEBOOK T and LIFEBOOK E; and in the future: Fujitsu Zero Clients
- Storage: Fujitsu hard-disk storage systems
- Operating system: Microsoft® Windows Server® 2008 R2
- Virtualization: VMware vSphere 4
- Services: Planning and design by Fujitsu and MBS; implementation of desktop virtualization by Fujitsu

### Environmental responsibility in practice

Responsible use of resources is practiced every day by the employees of the Franz Bauer Distillery – it is second nature to them. “Anything that is not required outside our production times is completely switched off – it is really true – the last person to leave the distillery literally turns off the lights,” explains Mag. Michael Todor. At the same time, this energy consciousness is coupled with the principle of ongoing progress and improvement. “IT optimization plays a key role at the Franz Bauer Distillery: We are always looking for innovative ideas, concepts and solutions so that we can constantly improve production,” says Ing. Gernot Tauss, IT Manager at the Franz Bauer Distillery. In his view Fujitsu and MBS are an indispensable source of innovation. The customer came up with the idea for the current project at Fujitsu Forum, the annual in-house trade fair, where Ing. Gernot Tauss discovered: “The Zero Client and blade server technologies from Fujitsu, which are intelligent solutions that enable us to reduce administration and electrical energy consumption.”

### Partners with proven expertise in IT optimization

Based on Fujitsu server and client technologies, the Franz Bauer Distillery cooperated with its partners Fujitsu and MBS to develop an integrated optimization concept for server and desktop virtualization. Since the customer’s installed PRIMERGY BX600 blade servers had reached end of life, the leading infrastructure for server virtualization, namely the PRIMERGY BX900 and VMware vSphere, was chosen as the platform that would meet current and future IT challenges. Demanding applications such as Microsoft Dynamics NAV 2009 and SharePoint were immediately migrated to the system, while other applications such as file services are still running perfectly on an existing PRIMERGY RX300.

The PRIMERGY BX900 also plays an important role in the desktop virtualization, which was piloted successfully and is scheduled for rollout in the fall of 2011. Ing. Gernot Tauss is quite satisfied with the results:

*“Fujitsu shares our Green IT philosophy. Depending on the workload, the extremely efficient PRIMERGY BX900 reduces our energy consumption by an additional 40%, and the client virtualization enables us to reduce the time needed for administration by 60%. What’s more, we have the ideal virtual infrastructure to ensure better support for our production.”*

Another milestone at the distillery is the improved mobility and productivity of the sales force. When visiting their customers, salespeople now use the LIFEBOOK T convertible notebook and the top-performing LIFEBOOK E.

### Goals achieved – basis for ongoing improvements realized

“Saving energy and increasing productivity – for us that means ‘ecoprofit.’ For years we have been achieving this with Fujitsu and MBS,” says Mag. Michael Todor. Measurable increases in productivity are clearly evident in the sales force of the Franz Bauer Distillery. The electronic ordering application is always available on the new LIFEBOOKs so that salespeople are ready to do business when they meet their customers, and – especially in the peak winter season, when the distillery is running around the clock – they can respond even more quickly to customers’ needs and demands. Easier administration and better agility with server and desktop virtualization are improvements that benefit the IT team and the company as a whole. Furthermore, these innovations will serve as a sound basis for future IT improvements at the Franz Bauer Distillery in the years ahead – for example when continuing to consolidate servers or implementing Fujitsu Zero Client technology, which is currently being tested by the customer.



In cooperation with



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