

# Case Study

## OFFERGELD LOGISTIK

As a leading logistics company in Europe, Offergeld Logistik wanted to drive the same efficiencies in its own IT operations that it drives for its clients' supply chain operations. When the company needed to streamline its software deployment processes in a widely distributed IT environment, it looked to another leader in its field – Prism Deploy® from New Boundary Technologies, distributed in Germany by OPTIMAL System-Beratung.

### **Background:**

The Offergeld Corporate Group employs 1,400 people in Europe and offers full-service logistics solutions to its clients. This includes logistics for groceries, fruit and beverages, international air freight transportation, international express delivery, the operation of central, regional, customs, commission and transfer warehouses and various other logistics services. The company operates eleven locations in Germany with nine European branch offices.

### **Challenge:**

As Offergeld Logistik's business grew, so did the company's software needs. With this growth, the company experienced increasing complexity in its software distribution processes. It was relying on a combination of manual installations and remote console to fulfill its software deployment needs, but that proved to be inefficient and resulted in considerable variance in desktop and server configurations.

### **Organization:**

Offergeld Logistik

### **Company Profile:**

The Offergeld Corporate Group employs 1,400 people in Europe. The company offers full-service logistics solutions to its customers, including logistics for groceries, fruit and beverages, international air freight, international express delivery, and transfer warehouse operations.

### **Situation:**

Offergeld Logistik's IT environment includes some 560 client PCs and 40 servers distributed among its eleven locations in Germany and its nine European branch offices. Offergeld works almost exclusively in a Windows environment. The company had been relying on manual processes and remote console for its software deployment needs. This was inefficient and resulted in considerable variance in desktop and server configurations.

### **Solution:**

Offergeld Logistik evaluated Prism Deploy on the recommendation of an employee who was familiar with the solution. By using Prism Deploy across the enterprise, Offergeld is realizing significant efficiency improvements and dramatically reduced costs by eliminating the need to send technicians to twenty sites across Europe to perform software installs. The company has also used Prism Deploy to create standard desktop and server configurations that are easier and more cost effective to administer and manage.

As Rainer Schillings, head of Offergeld's department for PC network technology explains, "Our company has hundreds of clients and dozens of servers; that makes it quite obvious. We can't install software onsite all over Europe – that's simply impossible."

After evaluating its options for automating software distribution, the company reviewed



Prism Deploy on the recommendation of an employee who had positive experiences with the solution while working for another company. Even though there is a certain level of IT autonomy among the branch offices, Offergeld ultimately selected Prism Deploy as its centralized solution for automating software deployment across the entire enterprise.

**Environment:**

Offergeld works almost exclusively in a Windows environment, with about 560 client PCs and some 40 servers distributed over its 20 European sites. According to Schillings, "Some of the individual branch offices are operating independently; however, there are guidelines that must be followed." Given the logistics challenges it faced with software distribution, the company realized its need for an automated solution that the Offergeld central administration team could use to supply the branch offices with software updates and installations.

**Results:**

By using Prism Deploy to centralize software distribution across the enterprise, Offergeld Logistik is realizing significant efficiency improvements. The company also dramatically reduced costs by eliminating the need to send technicians to 20 sites throughout Europe to perform software installations. The company has realized other benefits from Prism Deploy as well.

"Using the [Prism Deploy] software, we have been saving many hours of work and gained more up-to-date information about the various software versions used by the company," explains Schillings. This way, Offergeld was able to achieve a standardization of the software and a standardized setup of the PCs. "The software we use is now running everywhere in the same version and on the same hard drives, which represents a significant simplification," Schillings adds.



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