

BMW



## DRIVE DOWN COSTS

Axon cut the cost of IT support by between ten and twenty percent at BMW New Zealand by installing a new 'thin client' Citrix solution, providing a platform for new services and bringing pain-free upgrades.

Business was booming, but BMW New Zealand was faced with high support costs and difficulty maintaining high levels of service to its nation-wide dealer network.

Axon helped BMW New Zealand roll out a thin client system of around seventy PCs for its dealers around the country. The new system links BMW dealers nation-wide into the organisation's Mount Wellington head office, with links back to worldwide headquarters in Munich, Germany. It provides improved support for BMW's twelve centres across the country, and links local operations with the company headquarters in Munich and subsidiaries worldwide.

**"I'm the sole full-time IT person, and with Axon's involvement I manage all areas of IT, from networks and security to infrastructure and the help desk."**

Gillian Fairhurst  
BMW Information  
Systems Manager

The BMW experience demonstrates that thin client solutions can produce savings of up to twenty per cent via reduced staffing (especially in the helpdesk area); reduced client-side hardware; reduced software maintenance and version control; rapid application deployment and greater client reliability.

BMW supplies critical applications to its dealer network for sales, parts and service. Supplying and servicing these applications was causing BMW headaches. The applications resided on BMW-owned PCs located at the dealers, which communicated across a WAN to databases at BMW's head office. BMW had to load and run the programs locally. With each change to a program, every PC had to be upgraded. Other monthly upgrades had to be distributed by CD.

**BMW Information Systems Manager Gillian Fairhurst says the deployment of 'thick applications' had become "a pain in the neck". The applications were too unwieldy, difficult, took too much time, and were costly and unreliable", she says.**

Axon helped BMW New Zealand roll out a thin client system of around seventy PCs for its dealers around the country. New Zealand dealer centres and BMW New Zealand head office access the system by logging into the BMW domain. From there, they can access various applications on databases shared by head office. The centres have access to three main areas - vehicle sales, parts and service. Response times are generally less than a second.

Each user has access to the BMW e-mail address book and intranet. BMW applications are presented by Nfuse in the browser and delivered by Citrix.

A national help desk, provided by Axon, supports all centres nation-wide.

BMW now performs software upgrades centrally. It upgrades a test Citrix server, then cuts across to a single Citrix server, which is again tested. The upgrade is then rolled out to the other two Citrix servers. This takes a maximum of two hours, compared with between ten and twenty four hours with the old manual method.

Axon's BMW project partners:

