

# IT Solutions Provider Delivers Unified Global Services

Getronics relies on Cisco Partner Support Service to enable visibility into asset management for enterprise customer.

“Custom solutions are a big part of our success, but customization can be costly. Cisco Partner Support Service makes it possible for us to bring our solutions to market faster, with less risk, and with a lower capital investment.”

— Horst-Peter Eisen, Senior Key Account Manager

## Challenges

- Engage with multinational German company to provide superior visibility across installed base
- Consolidate end-of-life data for more proactive lifecycle management
- Help ensure simple administration and total transparency across global network

Getronics is a Cisco® Gold Certified Partner, offering a complete portfolio of integrated IT and communications services for large enterprises and public-sector organizations. It leads the Getronics Workspace Alliance, a unique model that provides customers with unified billing, a single point of contact, and a consistent service experience across 90 countries.

One prominent customer, a multinational German company with more than 100 locations in Europe, Asia Pacific, and the Americas, chose Getronics because it offered robust IT management solutions that could be deployed on a global scale. “The customer wanted to gain more visibility into the status of their installed base,” says Wolfgang Zimmermann, global Cisco alliance manager at Getronics. “For example, maintenance contracts showed inconsistent information in terms of cost, end-of-life dates, and so on. That administrative burden made global scalability a considerable challenge.”

## Case Study | Getronics

Size: Approximately  
6000 in 16 countries

Location: Darmstadt,  
Germany

Industry: Integrated IT and  
communications services



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— Wolfgang Zimmermann, Global Portfolio Manager of Unified Communications & Global Cisco Alliance Manager, Getronics

## Solutions

- Process and automation to address customer's needs
- Clear migration path to unified asset management
- Cisco Partner Support Service tools to drive more intelligent network operations

Eager to find an IT solutions provider that could offer superior visibility, the customer turned to Getronics. “We were able to demonstrate that we understood their pain points,” says Horst-Peter Eisen, Getronics account manager for this prominent customer. “After taking the time to understand the customer’s challenges, we proposed a custom combination of new processes and automation to help address those issues, all delivered with help from the Cisco smart services portfolio.”

The customer was particularly anxious to help ensure that Getronics had the ability to deliver the same level of service not only in Europe but also in Asia Pacific and the United States. “Just before making the decision to work with us, the customer asked for a last-minute benchmarking exercise to confirm that we had the capabilities they needed on a global scale,” says Eisen. “Within 72 hours, our worldwide alliance of partners gave us the utmost assurance that we could deliver on the customer’s expectations. That sealed the deal.”

Once the engagement was under way, Getronics offered a clear path for migration, designing a unified maintenance and support structure for the customer’s worldwide installed base. That structure included an in-depth inventory to consolidate contracts and align end-of-life data for assets around the globe. “We have an open-book approach to asset management,” says Zimmermann. “Everything should be perfectly transparent. And by centralizing administration, it’s easy for customers to get an overall view of their installed base, then drill down as necessary to look at individual assets.”

Cisco Partner Support Service plays a critical role in this engagement by offering traditional support, smart capabilities, and a deep knowledge base that Getronics can select, customize, and deliver to the customer in a modular fashion. “With Cisco Partner Support Service, we have the tools necessary to drive our customers toward more intelligent network operations,” says Eisen. “These tools enable us to be more proactive and consultative in addressing our clients’ most critical challenges.”



## Results

- Helped boost incremental revenue and improve operational margins
- Increased customer loyalty with consultative approach to all client interactions
- Achieved competitive differentiation by offering solutions tailored to customer needs

For Getronics, Cisco Partner Support Service helps boost incremental revenue and improve operational margins by simplifying contract management, automating workflows, and providing support for mission-critical devices. “With these smart capabilities, we can generate new solutions and expand our practice,” says Zimmermann. “Most importantly, however, we can deliver the kind of service that saves time and money for our customers as well.”

Additionally, Getronics increases customer loyalty by bringing a consultative approach to all of its client interactions, planning and advising in accordance with the latest best practices. “We pride ourselves on offering personalized solutions backed by Cisco technology and expertise,” says Zimmermann. “That leads to many benefits for the customer, which in turn contributes favorably to customer retention.”

In an era of commoditization, Getronics is able to set itself apart from the competition by offering fully integrated solutions and support with help from Cisco. “Custom solutions are a big part of our success, but customization can be costly,” says Zimmermann. “Cisco Partner Support Service makes it possible for us to bring our solutions to market faster, with less risk, and with a lower capital investment. That’s critical in helping us meet and exceed even the highest customer expectations.”



## Products & Services

Cisco Partner Support Service





## Next Steps

As Getronics continues to deploy unified services to streamline its customers' global operations, Zimmermann sees many more opportunities to deepen the engagement. "Videoconferencing is one area where we see a lot of promise for this customer," he says. "That's just one of many opportunities we've identified. Above all, we're simply excited to give them the flexibility and visibility they need for continued success."

## More Information

To find out more about Cisco Partner Support Service, visit [www.cisco.com/go/collaborativepss](http://www.cisco.com/go/collaborativepss).

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