



Case Study: **Rhenus Assets & Service GmbH**

Less Manual Effort Thanks To Higher Auto- mation

Successful logistics group undergoes a paradigm shift

With revenues of 2.7 billion Euros, Rhenus Group, headquartered in Holzwickede in Westphalia, is one of Europe's leading logistics service providers. Its Contract Logistics, Freight Logistics, Port Logistics and Public Transport divisions stand for the management of complex supply chains and innovative value-added services – which obviously implies a very complex corporate IT infrastructure of business-critical importance.

With 16,300 employees in 290 locations worldwide, the Rhenus Group's international network links key industry centers all over Europe. The company has a presence in major European sea ports and inland ports to provide highest-quality transport services both with their own facilities and in cooperation with trusted and competent partners. Rhenus Group's mission is to offer their customers an optimized, yet individual solution to address their unique procurement, production and distribution requirements. Always looking ahead, the company strives to ensure the future value of their logistics services for their customers. All over Europe, Rhenus Group accompanies their customers to help them expand and explore new roads to success.

In such complex environments, optimized to provide prompt services, IT plays a key role. Not surprisingly, the IT decision-makers at Rhenus Assets & Services GmbH & Co. KG have dedicated quite some time to exploring the automation and standardization capabilities of IT systems management and the Alignability™ process model for service management tasks.

Initial Situation

Some IT administrative and operational prerequisites are mandatory for logistics companies of this size to enable them to provide state-of-the-art and cost-efficient means to address related requirements, including software inventory and software distribution and also license management, an end-user portal and IT service cross-charging. Already in 2009, the corporate IT department of Rhenus Assets & Services GmbH & Co. KG started its search for a professional solution that was able to fulfill their rigorous corporate requirements. In the meantime, another requirement has gained significant importance: Vendor support for the existing "HP Open View" service desk solution based on the Alignability™ process model will be discontinued end of 2012, which increases the scope of functionality required for the new software to also include complete service manage-



► Rhenus Group

Rhenus Group, headquartered in Holzwickede in Westphalia, Germany has more than 16,300 employees in 290 locations. Last year the company, which will celebrate its 100th anniversary soon, generated revenues of 2.7 billion Euros. Its Contract Logistics, Freight Logistics, Port Logistics and Public Transport divisions stand for the management of complex supply chains and innovative value-added services.

“Maintaining our successful IT service management processes and setting new software and license management standards is one of our key objectives.”

Dr. Hubert Sicking-Bundschuh, Head of IT Processes & Support of Corporate IT, Rhenus Asset- & Services GmbH & Co KG



► Challenge

Rhenus Group’s goal was to optimize internal processes and increase the transparency of business processes. Key requirements included software inventory and distribution and also license management capabilities, an end-user portal and cross-charging capabilities for IT services and deliverables.

► Solution

Rhenus Group will use a two-phased approach to implement various Matrix42 solutions for the management of about 5000 clients, starting with Matrix42 Empirum Workplace Management followed by Service Catalog and Matrix42 Service Desk. The various solutions enable Rhenus to automate software distribution processes, provide transparency and accelerate a variety of corporate processes.

ment functionalities. The overriding business goal was to replace HP Open View Service Desk with an ITIL-compliant, service-oriented ITSM tool with processes that are consistent with the previous solution to the greatest possible extent.

Based on this scenario, the following requirements were derived: All IT service-related processes, from ordering to software installation and IT service cross-charging, must be mapped within one single software solution. The Rhenus Group IT decision-makers initiated a selection process for the desired software distribution and inventory solution and performed a market analysis, based on a two-phased evaluation process: By the end of 2009, the company decided to purchase the Matrix42 suite. Also, a successful feasibility study was conducted to analyze the Matrix42 Service Desk, including product management and professional services.

No company – and Rhenus Group is no exception – can afford even minimal interruptions of its business-critical IT services, and so, one of the technical challenges consisted in integrating the Matrix42 products into the existing IT landscape, leveraging the valuable, extensive knowledge of the Matrix42 staff, in particular with respect to connectors and standard interfaces with directory services, ERP, financial, service and other systems. Such interfaces enable Rhenus to also integrate SAP, Active Directory and Lotus Notes without any problems. Every IT professional knows that interfaces are the key to a transparent, coherent information system with consistent, consolidated base data, and so, the project also included the creation of an additional interface to transfer ticket data from the HP Service Desk to the new Matrix42 Service Desk solution.

The Future IT Landscape

Rhenus Group’s IT systems management requirements were implemented in close cooperation with the Matrix42 experts. Matrix42 Inventory delivers the complete, up-to-date inventory data which form the basis for corporate decisions. The solution provides a complete overview of hardware and software in use and checks PCs to determine their suitability for new software with defined system requirements. It also allows IT staff to monitor hardware and software changes based on an automated history. The integrated alarm management detects changes to the hardware equipment and notifies the administration staff, if necessary. The Inventory module is integrated with the Matrix42 License Management solution to ensure reliable data on the actual utilization of software, compared to corporate licenses – very useful information to have. Enterprise-wide software distribution and standardization are indispensable to minimize costs related to client and server administration.

But Matrix42 Software Management has much more to offer: The Rhenus Group administrators need only a few mouse-clicks to assign software to individual systems or computer groups, a process that provides full support of all current installation methods, from unattended installation to MSI with custom tools or application virtualization. Another feature is particularly useful for the IT staff: Package creation is wizard-based, and any modifications can be performed quickly and easily with a graphical editor. It is now equally easy to record installation packages – thanks to the Matrix42 Package Robot: A full sample installation is recorded with the installation recorder. All individual steps are recorded, as is the case during a normal setup routine, to allow the IT staff to create packages as an exe file, customize them manually in the script and deploy them to individual target workplaces. Audits of management activities allow the IT staff to track software rollouts with Matrix42 Empirum.

Matrix42 Personal Backup enables Rhenus Group’s IT experts to back up or restore data and configuration settings of user PCs directly onsite or remotely with the push of a button from within the software management solution – no matter if new installations are performed or if backed-up data must be restored selectively.

Rhenus Group will use Matrix42 Service Office, Service Catalog and Service Desk for their service management tasks. The IT support staff can use the integrated Remote Control software to access user PCs directly from within the user console. Rhenus will use the Matrix42 Service Office, including License Management, Asset Management, Software and Contract Management, as a central instance to manage software licenses, hardware assets and contracts. No matter if assets are used or unused, are located in the warehouse, the headquarters or distributed across locations - Service Office ensures transparency and provides solid data to help the corporate IT decision-makers determine the corporate requirements.

Rhenus Group’s IT staff is particularly enthusiastic about the easy-to-use, web-based user interface of the Matrix42 Service Catalog with its easy customizing capabilities. The self-service portal provides a clear overview of all IT services and deliverables, from applications to complete PC workplaces, covering all processes from ordering to delivery and cross-charging.

A Look into the Future

The next phase, including Service Management implementation based on the Alignability™ model and migration of the previously used HP Service Desk, is impending. Migration to the Matrix42 Service Desk is a key component of Rhenus Group’s eleven integration and migration projects; prerequisites include current projects to integrate master data with the main systems, continued rollout of Matrix42 Empirum Inventory and IT service standardization.

Bottom Line

“With Matrix42 Systems Management, including the integrated License Management solution, having been successfully integrated with the Rhenus IT landscape, the migration to an ITIL-compatible, service-oriented IT service management from the same vendor and within the same environment constitutes a quantum leap for Rhenus IT’s strategic options, while allowing us to continue to leverage successfully implemented IT service management processes in our new environment.” (Christoph Kistner, Head of Corporate IT, Managing Director at Rhenus Asset- & Services GmbH & Co KG)

“Thanks to its high integrability, our Matrix42 solution will become the backbone of our IT processes. We expect that this will accelerate our processes considerably.”

Christoph Kistner, Head of Corporate IT, Managing Director at Rhenus Asset- & Services GmbH & Co KG

About Matrix42

Matrix42 is the leading supplier for Workplace Management solutions. Matrix42 Workplace Management enables the seamless management of physical, virtual and mobile environments. It combines Client Lifecycle, Cloud, SaaS, Virtualization and Service Management into a holistic solution enabling users to have transparent access to their data and services everywhere, from any virtual or physical device at any time. Founded in 1992, Matrix42, with headquarters near Frankfurt Germany, has been established in the dynamic IT market for almost 20 years. Over 3 million clients are managed by Matrix42 software at more than 1,500 customers worldwide including market-leading enterprises such as Infineon, Magna, Lufthansa Systems and Puma and integrators like T-Systems, Raiffeisen IT, msg systems and Bechtle. In early 2008, Matrix42 became part of the Asseco Group. With over 8,000 employees and a market capitalization of around 1.2 billion Euros, Asseco is one of the largest European software companies.



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