APPLICATIONS

A lifecycle of service and support
Until recently, Getronics was best known as a Workspace service company and our Application Management activities have largely been embedded directly in Workspace engagements. Our company is extending its horizons, and we have recently merged with specialist application business, Connectis, growing the Getronics family’s capabilities and geographical reach. From Connectis, a new team of over 1,000 software professionals in Spain joins Getronics, and already our customers are benefitting from our extended development and integration capabilities.

This new addition to Getronics gives our clients direct access to a pool of European expertise in leading applications technologies including those of Oracle, SAP and Microsoft. At its heart, Getronics remains a service company, and this adds a distinct value in all Application Lifecycle Management engagements: industrialised service process and delivery are as much hallmarks of our application practice as they are in more traditional desktop services. Our approach centres on the Workspace. With this heritage we understand the challenge for any organisation is to use technology to boost workforce productivity - and applications are fundamental to this.

The quality, cost-efficiency and security of your workspace depends on your ability to manage it as a unified whole. When, for example, field workers begin to substitute separate phones and laptops with single tablets, then both standard productivity and specialist business applications need to make the switch too.

Look at how people work together in your business. The smartphone, tablet and laptop are the tools of the job for many. People who work in fixed locations rely on thin clients, PCs, printers, fixed line phones – even point-of-sale terminals for some. We paint the picture with the devices people use - it’s natural to focus on the objects we handle every day. But their only real purpose is to carry the applications which you use to do business. Without those, you may as well be carrying a piece of wood around with you, or putting a brick on your desk.

And in a world in which your relationships with your own customers are increasingly influenced by your fixed and mobile online presence, it’s true for your clients too: devices are devices – but it’s the applications which do the business, allowing you to connect and collaborate with clients and colleagues alike.

Getronics is known and respected as a Workspace services company – and for us, the ability to manage the applications on which our clients rely throughout their lifecycle is just as important as our ability to manage the physical technologies of the Workspace.
Every organisation seeks to drive out cost and complexity from their applications practice - to stop paying for licenses which are never used; to rationalise the instances of ERP and CRM investments across multiple geographies; and to accelerate the provision of new business applications without compromising security or interoperability with the heritage environment.

In all Getronics discussions with clients on Application Management, these issues stay high on the agenda.

But just as with Workspace Management, with Application Lifecycle Management it’s always worth standing back and asking one fundamental question:

**How will your approach make it possible for you to do more and better business with your customers?**

In part, the answer relates to those applications which provide a direct business interface with your own customers. In part, it relates to the applications your employees rely on to collaborate with each other and indeed with your extended community of partners.

**APPLICATIONS IN CONTEXT**

1. **FOR CUSTOMERS**

   How are expectations and behaviour changing, and how does this impact the applications which support customer relationships directly?

   Across your customer contact centres, for example, how quickly, courteously and cost-effectively can your clients get from a ring or a click to a positive result?

   Many of your customers have embraced the online revolution. They live in a world of QR codes, comparison sites and ‘instant’ responses – and you need to feed this appetite with new and engaging applications.

   But you also need to sustain and respect your entire demographic. That may mean extending the life-cycle of heritage applications in the branch, at the point-of-sale, or indeed those used to manage traditional mail and postage services.

2. **FOR EMPLOYEES**

   Every business is asking its employees to increase productivity. Terms of employment increasingly encourage agility in terms of how, where and when we work – and this is directly impacted by the information and communication technologies we use.

   These changes are directly reflected in the demands made on your application landscape.

   Business-specific and personal productivity applications must work across multiple platforms – but must always do so at acceptable cost.

   In a globalised economy, you need to be able to manage the demands of localisation too, while always maintaining the quality of brand and ergonomics: your applications must not just perform as you wish – they must look and feel like your company too.
Getronics delivers a broad spectrum of Application Services to around 200 clients around the world. For some, we are active in engineering entirely new business applications – often with a strong industry-specific focus. For others, we are helping them meet the immediate challenges of rationalisation and re-platforming for the age of fully mobile business communications. Integration, certification and user-acceptance testing all feature in the mix too.

Application Lifecycle Management with the Getronics family is end-to-end...

**Airport Management**
The Aena group operates more than 60 airports around the world. Aena relies on our specialist airport applications for the management of airport operations, passenger and baggage handling and essential business intelligence. Ongoing services include technology and business consulting, together with release management.

**Integrated Manufacturing**
The Vidrala Group is a leader in European glass container manufacture for the food and beverage industry, producing 3.5 billion bottles and jars annually. Vidrala chose us for the implementation of their modular Manufacturing Execution System. This acts as the ‘nerve centre’ for all applications across multiple plants. We integrated functions and data streams between industrial process control and ERP systems to deliver Vidrala with radically improved production intelligence.

**Mobile Applications**
The Commercial and Marketing department at Renault manage marketing quality across a nationwide network of over 200 dealerships. Auditing is critical in the drive to maximise the consistency and business return of marketing campaigns. We created a solution that covers more than 50 marketing audit checks. A mobile application audits at the dealership and a web application is used to analyse results. We have managed and supported the solution for four years of continuous and successful service.

In addition, Getronics has developed consumer-friendly smartphone apps for a number of companies including one for a motoring organisation that provides membership services, such as route finding and another for an airport authority that provides on-screen maps and directions to terminal services, such as the nearest coffee shop.

**Social Media Analytics**
Every business needs to learn how to gather intelligence from increasingly penetrative social media. This is particularly true for electronics and automotive companies. In Spain, both Samsung and Mitsubishi rely on our solutions for insight into brand perception and consumer preference in this critical European market.

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**THREE TIERS OF SERVICE**

Getronics Application Lifecycle Management is delivered through an industrialised three-tier service model. As experienced managers of complex and highly-articulated service teams, Getronics takes full responsibility for the coordination of work with both your own teams and with third party specialists.

1. **LIFECYCLE MANAGEMENT**
   Sustained management of all designated applications throughout the lifecycle. Managing the continual evolution of all technical, commercial and compliance requirements.

2. **INTEGRATION AND INTEROPERABILITY**
   Ensuring that all new applications, whether bespoke or off-the-shelf, are brought into operation smoothly, safely and cost-effectively. This activity also embraces application re-platforming including, for example, transformation from local application delivery to SaaS models.

3. **DEVELOPMENT**
   Working with both our own and third party application development teams, Getronics brings new and enhanced business applications to market for our clients.
A COMPLETE SUITE OF COMPLEMENTARY SERVICES

Our Application Services are not delivered in isolation. They are flanked by a full range of complementary ICT capabilities:

ONLINE SERVICES
Rapid developments in virtualisation mean more and more Getronics clients want services delivered via pay-per-use or utility models. Application Services are increasingly biased towards SaaS models.

WORKSPACE
Application Services and Workspace Services belong together. Whether you are managing 100 or 100,000 workspaces, Getronics will help you optimise the service mix across fixed and mobile environments.

UNIFIED COMMUNICATIONS
As data, voice and video combine in the contemporary fixed and mobile workspaces, you need to meet the raised expectations for both employees and customers.

CONSULTING SERVICES
Our consultants will quantify and articulate business value and cost benefit for all Application Lifecycle Management scenarios including technology strategy and ensuring business alignment.

GETRONICS’ END-TO-END PORTFOLIO OF ICT SERVICES

GETRONICS UNIVERSAL WORKSPACE

DATA CENTRE
- Servers & Processing
- Storage & Backup
- Converged Infrastructure
- Hosted or On Premise

UNIFIED COMMUNICATIONS
- Enterprise Connectivity (LAN & WAN Fixed or WiFi)
- IP Telephony
- Contact Centres
- UC as a Service
- Conferencing & Collaboration
- Social Network Integration

WORKSPACE
- On Premise
- Online
- Mobile
- BYOD / CYOD
- Deployment & Migration Management
- Managed Printing

APPLICATIONS
- Application Development
- Mobile Apps
- Application Integration
- Private App Stores
- UC as a Service
- Conferencing & Collaboration
- Social Network Integration

ONLINE SERVICES
- Software as a Service
- Workspace as a Service
- Platform as a Service
- Infrastructure as a Service

CLOUD ORCHESTRATION

PARTNER TECHNOLOGY
- Hardware Solutions
- Software Solutions
- IT Procurement

CONSULTING
- Advisory Services
- Readiness Assessments
- Planning, Design & Implementation
- Project Management
- Staffing

MANAGED SERVICES
- Global Service Delivery Model & Lifecycle Management
- Service Desk & Remote Management
- Support & Maintenance (Deskside & Remote)
- Cabling & ICT Building Infrastructures

SECURITY
- Perimeter Security
- Endpoint Security
- Application Security
- Security Architecture
- Security Assessments
- Security Management Advisory Services

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BREADTH AND DEPTH

As Workspace experts, Getronics has especially deep experience in helping clients manage continuity in their core desktop environment.

For many of our clients, we have acted as their partner along the entire journey from Windows 3.0 to Windows 8 – following in parallel the evolutions in all Microsoft personal productivity tools, and we have been repeatedly recognised by Microsoft as global early adopters of new Microsoft technology.

We have a similar depth of experience in all leading industry collaboration software, including SharePoint, and in rich media communications applications from both Cisco and Microsoft.

The Getronics family has extended its existing skills in other leading application areas, including Oracle and SAP. In addition, we have added a new depth of industry-specific focus to our capabilities – especially in the financial services, transportation, manufacturing and public sectors.

TIME TO TALK

Our ICT service proposition continues to evolve, and the current increase in demand for Online Services blurs the boundary between Application and Workspace Management Services like never before.

In your employees’ own increased expectations of technology, the divide between device and application becomes indistinguishable. Our smartphone tells us what restaurants are in the area; what’s on offer according to our personal preferences; who is going to give us the best deal; and make our reservation. It can do everything apart from actually eat our lunch for us!

Just as for the consumer, employee expectations are raised to new levels by these extraordinary advances in business technology.

When you talk with Getronics about your own ambitions for the Workspace, let’s begin by pulling down the barrier which has all too often put your devices in one camp and your applications in another.

Because from now on, Application Lifecycle Management and Workspace Management belong together – with Getronics, it’s the New World of Work.

ABOUT GETRONICS

The Getronics family, comprising the Connectis and Getronics brands, has a complete portfolio of integrated ICT services for the large enterprise and public sector markets. This includes Workspace, Applications, Unified Communications, Data Centre, Cloud, Consulting, Partner Technology, Managed Services and Security. www.getronics.com

Getronics is a lead in the Global Workspace Alliance, a unique model that provides customers with a consistent IT service throughout the world, with one single point of contact and billing entity. www.workspacealliance.com