APPLICATIONS
A lifecycle of service and support
Until recently, Getronics was best known as a Workspace service company and our Application Management activities were largely embedded directly in Workspace engagements.

Our company is extending its horizons, and that’s why we invested in the purchase of specialist applications company, Connectis, growing the Getronics family’s capabilities and geographical reach.

From Connectis, a new team of over 3,000 software professionals in Spain and South America joined 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 development languages like Java, .NET, iOS, Android, PHP and also 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.
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 are high on the agenda.

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

How will your ALM 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.

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.
APPLICATION INNOVATION IN ACTION

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...

**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.

**Fuel Card management**

Radius Payment Solutions Ltd is one of Europe’s leading fuel card management companies. They manage over 2.75 billion litres of fuel per annum with over 1 million individual cards in issue and over 40 million transactions being processed annually. The Radius Group’s principal activity involves the sale of diesel, petrol and related products via a wide range of payment cards. These include Oil Company branded fuel cards as well as brands specifically developed in-house. The majority of customers are SME businesses running commercial vehicle fleets although services are also provided to trans-European logistics businesses and many of Europe’s major oil companies.

**Airport Management**

Aena operates 45 airports in Spain and it is a stakeholder of others globally. 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.

Getronics provides App support for 12 airports in Mexico operated by Grupo Aeroportuario del Pacifico.

**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.
Getronics has a significant Applications capability to offer to new and existing clients as well as other services available.

Our Applications team is a group of passionate and highly experienced professionals, focused on the latest technologies and solutions to support our clients in addressing their business needs, advising on the latest technologies and ways of working to deliver clients transformation strategies and provide a depth of experience to our clients to allow them to focus on the future.

“WE ARE DELIGHTED WITH THE END RESULT OF THIS PROJECT. GETRONICS HAS WORKED HARD TO MEET OUR NEEDS WITHIN A VERY SHORT TIMEFRAME AND WE HAVE BEEN IMPRESSED WITH THEIR EXPERTISE, ENGAGEMENT AND PROFESSIONALISM THROUGHOUT THE PROJECT. THANKS TO THE SUCCESS OF THIS PROJECT WE HAVE ENGAGED GETRONICS AGAIN IN THE NEXT STAGE OF THE KINESIS APP DEVELOPMENT. WE LOOK FORWARD TO WORKING FURTHER WITH THEM! ”

Dave Roberts | CIO, Radius Payment Solutions
Getronics brings a breadth of Applications services divided in six areas of expertise:

- **Digital**. Including the latest Digital services such as Mobility services, Online Customer Experience, Enterprise collaboration and Big Data Services.

- **Standard Services**. Providing the classical Applications standard services such as Applications support, testing services, data management and software development in a broad set of technologies including Java, .NET, PHP, IOS, Android, PhoneGap, ABAP, etc.

- **Business Solutions**. With focus on all enterprise solutions that your company needs to run the day-to-day business: ERP, CRM and Human Resources solutions. It also includes the integration, migration and rationalisation needed to maintain these Applications up to date and connected between each other.

- **Professional Services**. Our localised teams provide high-end Applications consultancy and professional services, specially focused in programme and portfolio management and enterprise architecture.

- **Plug & Play Solutions**. Our set of Plug & Play solutions will empower your business processes through our Business Hub and Joiners Movers Leavers solutions, or connect and consolidate your customer interaction through our Customer’s Hub and Traveller’s Hub. We can also improve the way your customers and students access content through our Knowledge Hub. All of these, customisable solutions for your businesses and endorsed by customer references similar to your company.

- **Industry specific solutions**. Getronics has more than 30 years of experience working with some of the most important players in Transportation, Banking, Health and Social Care, Manufacturing and Retail. This understanding of your business allows us to provide the best services and solutions around industry specific applications.

How we do it

Our delivery model combines the benefits of near shore delivery with a local set of resources providing a local understanding of your needs and business pain points, project management and subject matter expertise. This model has been proven and replicated successfully in airports, insurance companies, service companies, manufacturing and educational companies worldwide.

**Business Benefits**

Getronics Apps & Applications Services offer:

- Potential reduction of Applications support costs - up to 40% through our delivery model + Apps rationalisation
- Improved efficiency of business processes by up to 50% through our integration strategy
- Enhanced behaviour understanding of customers and employees through our big data and visual analytics solutions
- Improved customer satisfaction by allowing your customers to interact with your business from any device
- Improved targeted marketing and campaign results by collecting a higher quantity and quality of customer information
- Increasing revenue by catering for a wider audience of customers who use mobile apps for doing business online

**Facts & Figures**

- Over 500 customer in all sectors
- 200+ solutions developed or supported
- More than 5 million people using at least one Applications supported or developed by Getronics every day
- More than 30 technologies supported
- 30+ years of experience in Applications
- A pool of over 3,000 engineers with Applications expertise

For further information on how Getronics can help assist your organisation with your Apps and Applications, please contact applications@getronics.com or visit our website at www.getronics.com.