

ELECTRO SYSTEM SHINES WITH DELL

Romanian substation manufacturer continues to drive growth with Dell



With the move from communism to the free market, Eastern Europe has produced its fair share of countries with above average growth rates in recent years. This is no truer than in Romania, which has seen a radical transformation. Yet for countries like Romania, times are changing. Competition in domestic markets is increasing, and there is a real need to introduce new technology.

- SOLUTIONS:**
- MOBILITY
 - STANDARDISATION



CUSTOMER PROFILE

COMPANY: Electro Sistem

INDUSTRY: Manufacturing – Prefabricated substations

COUNTRY: Romania

FOUNDED: 1996

EMPLOYEES: 240

WEBSITE: www.electro-sistem.com

CHALLENGE

Rate of growth at Romania-based Electro Sistem reached 30 per cent a year in recent years, driven in part by the country's economic boom. Today, with rates slowing, attention has shifted to updating the company's technology. The first step was to replace desktops, which lacked robust support services.

SOLUTION

Dell is now supplying Electro Sistem with Dell™ OptiPlex™ desktops to support both engineers and administration staff. Directors are also using Dell Latitude™ notebooks for effective mobile working. Extensive support services ensure machines maintain their high performance.

BENEFITS

Get IT Faster

- ProSupport for End-Users deliver support services 24-hours a day, seven days a week

Run IT Better

- Fast and powerful desktops help improve employee performance
- Long product lifecycles and energy efficiency reduce costs

Grow IT Smarter

- Standardization with Dell will help drive growth and cut unnecessary costs

Electro Sistem, which builds prefabricated substations and is located in the north-western city of Baia Mare, is one of Romania's many success stories. Growth rates reached 30 per cent a year as the company capitalised on the



country's economic development. Its product portfolio increased substantially and the company opened an office in Weisenheim am Sand, in south-west Germany.

Just like Romania, Electro Sistem has entered a fresh phase in its development and the primary goal is to introduce new technology and increase efficiency. The first step for Electro Sistem was to standardise company desktops. The majority of its PCs were non-branded machines made by local companies, which didn't offer substantial support packages or guarantees of reliability. The company wanted desktops that were powerful, reliable and came with next-business-day support.

The time was fast approaching when Miklos Blasko, operations director, at Electro Sistem, and directors like him, would need to travel much more on business in Romania and abroad to develop new markets. For this reason, Blasko was interested in purchasing notebooks for effective mobile working.



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Miklos Blasko, operations director, Electro Sistem

A colleague in the office in Germany recommended Dell desktops and notebooks. “Dell is a global brand, whose products are supported by comprehensive pre and post support services that meet the same standards of excellence worldwide,” comments Blasko. “So we were confident that we’d receive a great level of service.”

The selection criteria for the notebook were simple. The machine had to be light enough to carry around easily, but robust enough to withstand the knocks from travelling long distances on a regular basis. The desktops needed to support both design engineers,

with their process-intensive design applications, and administration staff using simple office programmes. “We looked at the Dell™ OptiPlex™ range and saw a range of desktops that could meet the needs of our different departments well,” Blasko comments.

The Dell OptiPlex 755 was ideal for Electro Sistem engineers, who needed powerful machines with advantaged graphics capabilities to run computer-aided design (CAD) software. The Dell OptiPlex 330 offered a great combination of performance, ease-of-use and simplified management for personnel in administration.

HOW IT WORKS

HARDWARE

- Dell™ OptiPlex™ 755 desktops
- Dell OptiPlex 330 desktops
- Dell Latitude™ D830 notebooks
- Dell Latitude D630 notebooks

SOFTWARE

- Microsoft® Windows® XP Professional
- Computer-aided design (CAD) software

SERVICES

- Dell ProSupport for End-Users
 - Next Business Day Onsite Service



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Miklos Blasko, operations director, Electro Sistem

Blasko chose a Dell™ Latitude™ D830 notebook, whose Smart Security and RoadReady™ features ensured it was sufficiently robust and secure to support regular remote working.

STANDARDISING ON DELL OPTIPLEX HELPS SUPPORT BUSINESS GROWTH

Around 90 per cent of all desktops at Electro Sistem are now supplied by Dell. The Dell OptiPlex 755s and Dell OptiPlex 330s are running Microsoft® Windows® XP Professional. The company hasn't felt the need to complete any detailed studies on increased efficiency, but Blasko has feedback from personnel saying the solutions are really helping people drive business growth. “Personnel like the performance they get from the Dell OptiPlex range,” he comments. “With their Intel® Core® 2 Duo Processors, they are fast and can run a number of applications at the same time while maintaining performance.”

He adds: “We also like the fact that the Dell OptiPlex 755s and 330s have a long product lifecycle, protecting our investment, and our research showed them to be some of the most energy-efficient desktops available.”

DELL LATITUDE DRIVES MOBILE WORKING

Using his Dell Latitude D830, Blasko can work effectively when he's away from the office. Because he expects to be travelling a lot more in the next 12 months, he plans to upgrade the machine to a Dell Latitude D630, which is slightly smaller and lighter. With SmartSecurity, files on the operations director's notebook are safely encrypted in a personal virtual drive by trusted platform module (TPM) security, if the device is ever stolen or mislaid. Being RoadReady means the machine has a tough magnesium-alloy construction. Plus the StrikeZone hard drive design delivers continuous protection against bangs and bumps.

“The Dell Latitude D630 is perfect for my business trips across Romania and abroad. Apart from its performance, the notebook is RoadReady, which means it is strong enough for all kinds of environments. What's more, the machine is also light and small, so it's easy enough to carry around,” he comments.

PROSUPPORT GIVES PEACE OF MIND 24 HOUR A DAY, SEVEN DAYS A WEEK

All Dell machines, which Blasko and his colleagues installed themselves, come with ProSupport for End-Users. It means employees have expert technical support available to answer their IT queries 24 hours a day, seven days a week. The key advantage for Electro Sistem is that Dell Expert Center personnel give assistance on virus and spyware and applications, saving time and money on developing a highly skilled internal IT team.

What is more, Centre workers help coordinate Next Business Day Onsite Service for delivery and installation of new parts, and provide a single point of contact to escalate incidents within Dell.

CLOSE RELATIONSHIPS HELP ELECTRO SISTEM DEVELOP IT INFRASTRUCTURE

A close relationship with Dell's dedicated account manager, Maria Simkova, means Blasko receives active support in developing the Electro Sistem IT infrastructure. With Dell's help, Electro Sistem's IT Systems will continue to drive growth and maximise efficiencies. Comments Blasko: "My Dell account manager

understands the needs of my business and how the Romanian market is changing. For this reason, I will always have confidence in any new ideas she has for developing the company."

For more information on this case study or to read additional case studies, go to www.dell.com/casestudies and www.dell.ro



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