



BACKUP/RECOVERY/ARCHIVING	■
CLUSTERING	■
CONSOLIDATION	■
DATABASE	■
MANAGEMENT/UTILITIES	■
MESSAGING	■
VIRTUALIZATION	■

CUSTOMER PROFILE

DaimlerChrysler is a leading manufacturer of automobiles and commercial vehicles worldwide. www.daimlerchrysler.com

CHALLENGE

With a global presence and a distributed workforce, DaimlerChrysler's Chrysler Group, located in Auburn Hills, Michigan, lacked a standardized desktop and notebook computing platform; the company wanted to boost the availability of key corporate applications by upgrading key parts of its server and storage environment

SOLUTION

Dell™ Managed Services' Custom Factory Integration helped the Chrysler Group implement a standardized computing platform built around Dell OptiPlex™ desktops and Latitude™ notebooks; Dell Asset Recovery Services helps the Chrysler Group dispose of antiquated assets; Dell PowerEdge™ servers and a Dell/EMC storage area network offer high-availability applications

BENEFIT

DaimlerChrysler's Chrysler Group realizes a lower total cost of ownership and improved business unit productivity with a new, standardized desktop and notebook infrastructure that enables its IT group to focus on tasks of vital strategic importance

Driving Business

Dell helps DaimlerChrysler's Chrysler Group develop a standardized computing platform that encourages automation and helps reduce the total cost of ownership

As its name suggests, DaimlerChrysler AG was born from a merger of two companies steeped in automotive tradition—Daimler-Benz AG and Chrysler Corporation. Since its founding, DaimlerChrysler AG has grown to become the seventh largest company in the world, doing business in more than 200 countries worldwide and earning global revenue of over US\$190 billion. But while many people recognize its automobile brands including Chrysler, Jeep, and Dodge, fewer know that the company is also the largest truck manufacturer in the world—with a commercial product line that includes Freightliner.

With the company's worldwide presence and distributed workforce, information technology at DaimlerChrysler's Chrysler Group, headquartered in Auburn Hills, Michigan, plays a crucial role in facilitating business processes and enabling the integration of globally dispersed companies. "IT is probably the most global business function at DaimlerChrysler because it is at the heart of automating practically all of our business processes," explains Michael Lamping, senior manager of client systems North American Free Trade Agreement (NAFTA) at the Chrysler Group. "For example, the IT department was the key to the global integration that happened as a result of the merger between Daimler-Benz and Chrysler. But in a larger sense, IT is crucial to making our global business processes efficient and it furthers the integration of all our business units worldwide."



“Dell was awarded our Global Supplier of the Year accolade in the general goods and services category in 2005. This award is a formal recognition of the many business benefits that Dell provides.”

— **Michael Lamping**, Senior Manager of Client Systems NAFTA
Chrysler Group

The Chrysler Group pursues a global client compute standard

As might be imagined at a company that includes a number of brands worldwide, the growth of the Chrysler Group led to a lack of standardization across its desktop and notebook computing environment. “We realized that we needed to standardize our client compute environments,” Lamping relates. “The lack of standardization that we faced proved to be a challenge any time we tried to implement global processes across different compute environments. In order to achieve our business objectives, we needed all the different parts of the enterprise to meet a common level of client-side standardization.”

Ultimately, the lack of standardization proved to be a strategic inhibitor. “Whenever we rolled out multiregional or global applications, considerable manual effort and expense were required to make those applications work across the different regions,” Lamping continues. “We needed standardization to act as a strategic enabler to help us implement global applications more quickly to fulfill the business needs of the different parts of the company.”

To achieve the necessary standardization, the Chrysler Group began searching for a vendor for its client-side compute environment. “We evaluated vendors and chose Dell to provide our desktop and notebook computers,” Lamping says. “We had previous positive experiences with Dell and the support the company provided. We felt that Dell could help reduce our total cost of ownership by offering a great product at a good value along with support services that would be cost-effective.”

The Chrysler Group and Dell services implement client-side infrastructure

Today, DaimlerChrysler’s Chrysler Group has more than 50,000 Dell computers in its environment. The computers provide a standardized computing platform across the NAFTA region of the company. Along with the products themselves, several Dell services have played a crucial role in helping to ensure standardization, as well as speeding up the implementation of the entire client-side compute platform.

Before any product ships to the Chrysler Group, Dell Managed Services installs a standard system image in the factory on the computers. “We provide updates to our standard system image twice a year, and our Custom Factory Integration service makes sure that the standard image is loaded on the computers before they leave the factory,” Lamping explains. “This crucial service saves us significant time and drastically reduces the amount

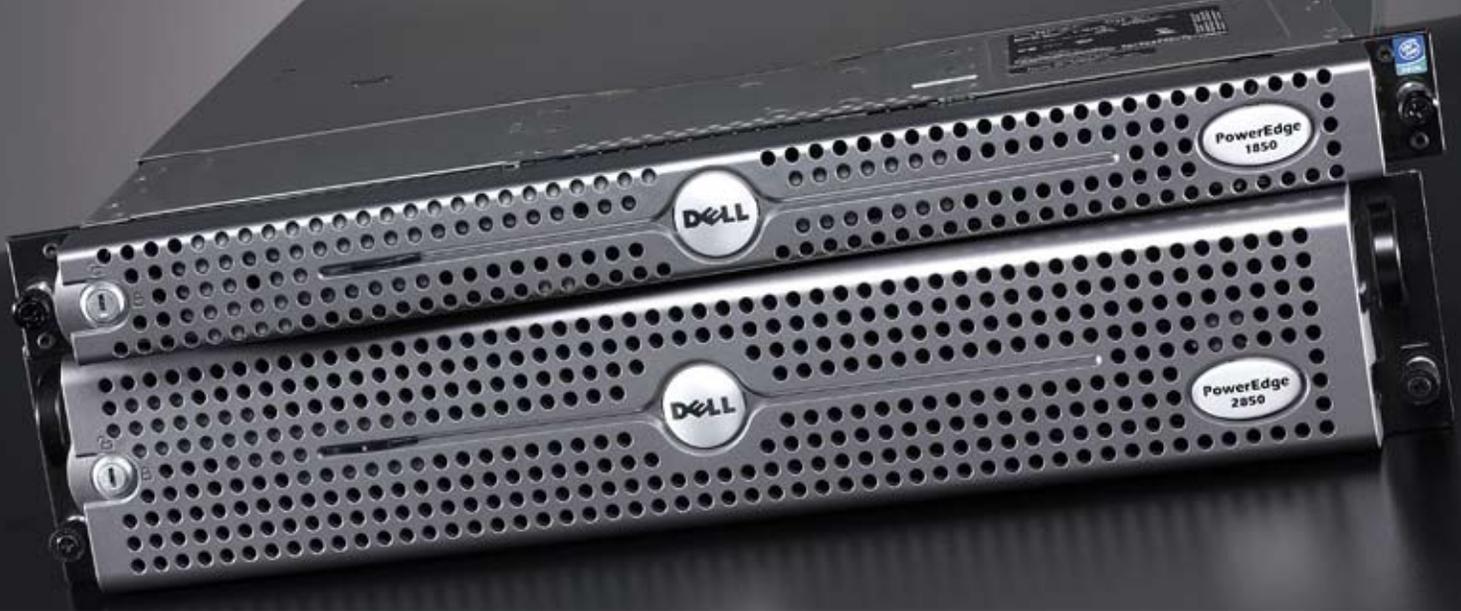
of manual effort required on our end. More important, because we know that we have a standard image, we can automate software installation processes down the line, which saves even more time.”

Furthermore, Dell Managed Services plays a key role in the rollout of new computers by helping to ensure the timely and accurate delivery of equipment. “Dell Managed Services provides people who work with us to deliver product orders to about 150 locations throughout the NAFTA region,” Lamping says. “Dell Managed Services helps make sure that everything gets bundled up and delivered to us, so that when it comes through the door we know that we are getting everything we requested. That is essential for us because we have large orders and so many locations, and we are always looking for ways to increase efficiency.”

As far as the product is concerned, Lamping credits the 24,000 Dell OptiPlex computers—including OptiPlex 745, OptiPlex GX620, OptiPlex GX280, and OptiPlex GX270 desktop computers—that the Chrysler Group deployed with providing a versatile compute platform capable of supporting a wide range of corporate users. “The OptiPlex computers support virtually every type of work that our employees perform across our large enterprise—from managers and office workers to product designers to people on the shop floor,” Lamping explains. “Aside from their versatility, the OptiPlex desktops have proven to be extremely reliable, which helps keep worker productivity high.”

Lamping is equally impressed with the ability of the 14,000 Dell Latitude notebook computers—including Latitude D620, Latitude D610, and Latitude D600 notebook computers—to support the needs of mobile workers. “As we shrink our workforce and become more efficient, a higher percentage of our employees are information workers who work closely with partners, suppliers, and customers across our extended enterprise,” Lamping says. “The Latitude notebook computers offer our employees a reliable platform across all environments in which they work. Obviously, the wireless connectivity and product durability are important characteristics of the Latitude computers, but so is the global support reach of Dell.”

Currently, the Chrysler Group is on a four-year product refresh cycle whereby it replaces a quarter of its desktop and notebook computers every year. With such an ambitious upgrade path, Dell Asset Recovery Services performs the vital function of helping the Chrysler Group dispose of the antiquated equipment. “We made sure that Dell services would support us from pre-delivery through the deployment and, ultimately, through the retirement of assets,” Lamping says. “Dell Asset Recovery Services helps



to ensure the security of sensitive corporate data by, among other things, carrying out a three-pass hard drive overwrite and auditing the process so we have a record that verifies the data wipe. Plus, Dell Asset Recovery Services makes sure that the hardware leaving the building is disposed of in an environmentally conscious manner.”

Dell Managed Services proves a key partner in performing a large operating system and software upgrade

As the Chrysler Group continued the deployment of the desktop and notebook computing platform, the company also recognized the need to upgrade the software on those 38,000 desktop and notebook computers. “We were running the Microsoft® Windows® 2000 operating system, Novell Directory Services® directory services, and Novell® NetWare® network operating system, as well as a mix of software distribution solutions,” explains Lamping. “As we had with the hardware, we wanted to standardize our software stack around Microsoft Windows XP, Microsoft Active Directory® directory service, and Microsoft Systems Management Server (SMS) 2003 SP2 for distributing software.”

Given the number of desktop and notebook computers, the Chrysler Group realized that it would need the help of a service organization to perform the software upgrade. “When it came time to perform the transition, we included Dell Managed Services in the list of 10 vendors that received our request for quotation,” Lamping continues. “We were already impressed with the services we received when we rolled out the 38,000 desktop and notebook computers, but Dell Managed Services won the business over the other service providers based on the team’s explanation of its proposed process and methodology. We simply felt that Dell Managed Services brought a ton of valuable experience to the project.”

Dell Managed Services worked with the Chrysler Group every step of the way to help ensure a successful software upgrade. “The Dell Managed Services team helped us develop the project plan,” explains Lamping. “They possessed experience doing the same type of upgrade at other large enterprises. They provided the people that performed the actual upgrade. They brought in tools that helped us track and manage the individual

migrations. Across the board, Dell Managed Services delivered value-added services that went above and beyond simply installing software.”

Ultimately, Dell Managed Services helped realize a number of benefits for the Chrysler Group. “Their experience with similar projects was invaluable to us,” Lamping explains. “We had estimated that it would take up to 18 months to complete the transition, but Dell Managed Services performed the migration in much less time.”

Client-side successes lead to Dell PowerEdge server and Dell/EMC storage installations

Thanks to the positive experiences DaimlerChrysler’s Chrysler Group enjoyed on the client side, the company also purchased nearly 300 Dell PowerEdge 2850 servers in conjunction with Dell OpenManage™ systems management software to support vital corporate applications. “Our PowerEdge servers power applications that our corporate users depend on, including Microsoft SMS and Active Directory as well as file and print functionality,” Lamping says. “We have very high uptime requirements on these applications, and the PowerEdge servers helped us meet and exceed those commitments.”

In particular, Lamping points out the Microsoft SMS infrastructure. “A number of the PowerEdge servers are acting as SMS servers,” he says. “We use SMS to manage the distribution of software from our central site to all of the 38,000 managed computers in our environment. SMS is a critical system because, like many enterprises, we have had to tighten our upgrade cycles in response to worm and virus threats. SMS has allowed us to do that efficiently because it delivers a single mechanism to update all of the computers.”

To help guarantee the availability of the applications running on the PowerEdge servers, the Chrysler Group installed a Dell/EMC CX300 storage area network (SAN) to support the data storage and access needs of the systems infrastructure. “We saw the Dell/EMC SAN as an opportunity to centralize and consolidate much of our storage,” Lamping explains. “With the SAN, we could essentially provide additional storage space more cost-effectively. In addition, because it is a complementary product to the Dell PowerEdge servers, we knew the SAN would perform well.”

Globally, DaimlerChrysler AG also recognizes the value offered by Dell PowerEdge servers and Dell/EMC storage. In Europe, the company makes use of more than 400 PowerEdge servers—including PowerEdge 2950 and PowerEdge 6850 servers—to support a number of critical data center applications that support manufacturing and corporate operations. Plus, DaimlerChrysler deploys Dell/EMC storage products in Europe—including CX300, CX500, and CX700 SANs—to help consolidate storage requirements and provide high-availability characteristics to critical data center applications. Additionally, the company makes extensive use of Dell Platinum Enterprise Support to help ensure systems and storage uptime across the European deployments.

Dell proves a key strategic enabler for the Chrysler Group

In the end, Lamping credits Dell with helping to support key business processes across DaimlerChrysler. “As an IT organization, we provide value by facilitating business processes that help our employees design, engineer, produce, and sell vehicles,” he explains. “To do this, we cannot spend a lot of time and resources performing mundane support tasks. We need automated processes. This requires a standardized and reliable compute platform, as well as bulletproof support services, including Platinum Plus Enterprise Support for our PowerEdge servers. That is exactly what Dell provides the Chrysler Group.”

The partnership has been so successful that Dell recently garnered special recognition from DaimlerChrysler Corporation. “Dell was awarded our Global Supplier of the Year accolade in the general goods and services category in 2005,” Lamping reports. “This award is a formal recognition of the many business benefits that Dell provides. For example, it is important that our suppliers have a global presence, because they must be able to support us in every corner of the world. To manage our top suppliers, we use a scorecard process that ranks them on a dozen or so aspects of their performance—from communication to integrity to quality.”



HOW IT WORKS

HARDWARE

- Dell™ OptiPlex™ 745, OptiPlex GX620, OptiPlex GX280, and OptiPlex GX270 desktops
- Dell Latitude™ D620, Latitude D610, and Latitude D600 notebook computers
- Dell PowerEdge™ 2850 servers
- Dell/EMC CX300 SAN

SOFTWARE

- Dell OpenManage™ systems management software
- Microsoft® Windows® XP operating system
- Microsoft Active Directory® directory service
- Microsoft Systems Management Server 2003 SP2

SERVICES

- Dell Managed Services
- Dell Custom Factory Integration Service
- Dell Asset Recovery Services
- Dell Platinum Plus Enterprise Support

Microsoft®

DELL™

May 2007

Dell cannot be responsible for errors in typography or photography. Dell, the Dell logo, Dell OpenManage, Latitude, OptiPlex, and PowerEdge are trademarks of Dell Inc. Microsoft, the Microsoft logo, Active Directory, and Windows are registered trademarks of Microsoft Corporation. Novell, Novell Directory Services, and NetWare are registered trademarks of Novell, Inc. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. Dell disclaims any proprietary interest in the marks and names of others. © 2007 Dell Inc. All rights reserved. Reproduction in any manner whatsoever without the written permission of Dell is strictly forbidden.