

DELL DELIVERS GREAT IT PACKAGE TO SAUDI POST

The Kingdom of Saudi Arabia's official postal service reduces desktop and notebook costs by approximately 20 per cent by standardising on Dell



Management complexity is the number one pain point for the majority of businesses worldwide. In some cases, the problem has come about through a lack of standardisation in datacentres and on desktops in the form of desktops and notebooks. Increasingly, companies are reversing the situation by signing agreements with a single IT solution provider to meet all their needs. In short, these single providers, like Dell, are helping to simplify IT - releasing the potential of administrators and employees to be more productive.

SOLUTIONS:

- STANDARDISATION



CUSTOMER PROFILE

COMPANY: Saudi Post

INDUSTRY: Telecommunications

COUNTRY: The Kingdom of Saudi Arabia

FOUNDED: 1929

EMPLOYEES: 10000+ Employer by the 2007-2008 Financial year.

WEBSITES: www.sp.com.sa

CHALLENGE

Saudi Post had a disparate network of desktops and notebooks. This made administration more complex and added to the cost of maintaining the machines. Refresh programmes were less cost effective owing to the different lifecycles of the technology and not all hardware was energy efficient.

SOLUTION

The company standardised on Dell™ OptiPlex™ desktops and Dell Latitude™ notebooks. A Dell partner installs the machines onsite after pre-installing applications using a recorded image.

BENEFITS

Get IT Faster

- Rigorously tested solutions arrive onsite good to go

Run IT Better

- Standardised infrastructure reduces costs by approximately 20 per cent
- Energy efficient desktops and notebooks hit global targets

Grow IT Smarter

- Remote maintenance makes administration easy
- Long lifecycles stabilise IT costs and help planning for the future





One of the Middle East's most renowned institutions, Saudi Post – the Kingdom of Saudi Arabia's official postal service – has a deep-rooted connection with personal productivity. Its philosophy has always been to challenge the status quo and look for new ways to help employees deliver a better service. In 2002, when the Saudi Council of Ministers agreed that Saudi Post should be run like a private sector organisation, executives reorganised much of the business and began reassessing existing systems that supported day-to-day activities.

Saudi Post found that the company had built up a desktop and notebook estate consisting of various brands and models. These client devices were the driving force behind Saudi Post's success, giving employees access to Oracle® E-Business Suite enterprise resource planning (ERP) software, Microsoft® Windows® XP, Microsoft Vista® and the 2007 Microsoft Office system. However, the disparate hardware infrastructure created an unnecessary layer of complexity for the company's IT team and a constraint on employee productivity. The different models were incompatible so if someone came to work and needed to borrow a power cable for his or her notebook, they needed to find a colleague

with the same model of notebook. This was just one inconvenience, but it was one of many – and, when combined, they had a serious impact on productivity.

In addition, because lifecycles on the machines differed, refresh programmes were more complicated and expensive. There wasn't the opportunity to place one large single order and realise significant cost savings. Majed Al Esmail, GM of IT & Communication at Saudi Post, says: "We needed to standardise our whole desktop and notebook environment to realise the productivity and cost benefits from a simplified infrastructure."

Dell, along with other major IT solution providers, answered a request for proposal. All of the desktop and notebook proposals were of high quality, but the Dell proposition stood out. Mohammad Al Swyena, technical support director says: "The Dell desktops and notebooks that we looked at offered great performance, used premium materials and came with first-class support." In addition, their design reflected a growing demand for energy-efficient IT solutions. "Dell has developed a range of solutions that support green IT, which is important to Saudi Post," adds Mohammad Al Swyena.

“THE HYPERCONNECT FEATURES OF DELL LATITUDES ENSURE OUR EXECUTIVES HAVE A SMALL, LIGHT-WEIGHT, DURABLE SOLUTION THAT COMES WITH ADVANCED WIRELESS CONNECTIVITY SO THEY CAN WORK EFFECTIVELY WHILE ON THE MOVE.”

Mohammad Al Swyena, technical support director, Saudi Post

Some Dell technology is already in use across the business. Dr Usama Altaf, vice president of technology at Saudi Post, says: "Saudi Post decided to standardise desktops and notebooks on Dell because we had good experiences with the brand in the past. Dell offers excellent added value because its solutions are easy to order, simple to manage and easy to maintain – leaving Saudi Post IT teams with more time to spend on innovation and evolution."

The deal was for 2,000 desktops and 100 notebooks across the organisation. The desktops were a mixture of Dell OptiPlex models and the notebooks a range of Dell Latitude machines. As part of the agreement, a partner receives the hardware onsite and then installs them at Saudi Post. The partner also pre-installs the desktop and notebook applications using the company's standard application and Operating system image.

DELL REDUCES DESKTOP AND NOTEBOOK COSTS BY APPROXIMATELY 20 PER CENT

By standardising the desktop and notebook environment on Dell, Saudi Post is making substantial savings. Comments Majed Al Esmail: "We have reduced our expenditure on desktops and notebooks by approximately 20 per cent by choosing Dell OptiPlex desktops and Dell Latitude notebooks." Just as importantly, Saudi Post has created a desktop and notebook infrastructure that offers the high level of performance needed for a developing business. "Dell OptiPlex desktops are designed specifically for our kind of working environments because they have easy management and troubleshooting features, and are backed by corporate-class support," says Majed Al Esmail.

HOW IT WORKS

HARDWARE

- Dell™ OptiPlex™ desktops
- Dell Latitude™ notebooks with Intel® Core™ 2 Duo processors

SOFTWARE

- Oracle® E-Business Suite enterprise resource planning (ERP)
- Microsoft® Windows® XP
- Microsoft Vista®
- 2007 Microsoft Office system

SERVICES

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



“OUR DELL OPTIPLEX DESKTOPS ARE COMPLIANT WITH THE UNITED STATES ENVIRONMENTAL PROTECTION AGENCY ENERGY STAR RATING SO WE KNOW THEY ARE ‘ENVIRONMENTALLY AWARE.’”

Mohammad Al Swyena, technical support director, Saudi Post

The management simplicity that Majed Al Esmail refers to is based on technologies such as Dell Client Manager, which helps you manage multiple desktops from a single location and DirectDetect™ Lights, which monitors system status and alerts you to issues. The desktop chassis also provides easy access for upgrading and troubleshooting colour-coded components by hand. Adds Majed Al Esmail: “Dell OptiPlex desktops have a lifecycle target of greater than 15 months, so we maximise the return on our investment.”

GREEN DESIGN OF DESKTOPS SUPPORTS GREATER ENERGY EFFICIENCY

Mohammad Al Swyena is committed to reducing the IT energy bill across Saudi Post in line with the company’s aims for sustainable development. The fact that Dell technology is designed with energy efficiency at its core gives him peace of mind. He comments:

“Our Dell OptiPlex desktops are compliant with the United States Environmental Protection Agency Energy Star rating so we know they are ‘environmentally aware.’” The machines also have a setting called EnergySmart, which puts the desktops into a low-energy sleep if not in use. Their HyperCool™ thermal-management technology also helps save energy and boost reliability.

ROBUST NOTEBOOKS MAXIMISE PRODUCTIVITY ON THE MOVE

Saudi Post employees now use a range of Dell notebooks, all featuring the latest Intel Core 2 Duo processors and offering the latest advancements in durability, security, battery life, connectivity and remote administration. Because some Saudi Post employees travel regularly, Mohammad Al Swyena wanted a choice of notebook that took into account the need to ‘travel light’. He says: “The HyperConnect features of Dell Latitudes

ensure our executives have a small, light-weight, durable solution that comes with advanced wireless connectivity so they can work effectively while on the move.”

Mohammad Al Swyena lists a number of technologies that made Dell notebooks attractive to Saudi Post. “With Dell Smart Security, our notebooks include integrated smart cards, optional integrated fingerprint reading and/or passwords to make them secure. In addition, the hard drives are encrypted without reducing the performance of the machines.”

Some executives are using Dell Latitude XT machines – one of the thinnest 12.1 inch convertible tablets in the market. The tablets come with groundbreaking touch technology, making it easy to use as a tablet or notebook.

LONG LIFECYCLES PROMOTE IT STABILITY

It doesn't matter which notebooks or desktops Saudi Post rolls out, they all come with the same level of stability. Majed Al Esmail says: "The fact that Dell solutions have long lifecycles helps us stabilise our IT costs and plan effectively for the future." Because the majority of employees are using the same machines, the old problems from incompatible peripherals, like power cables, are things of the past.

EXPERT SUPPORT SERVICES HELP MAINTAIN PRODUCTIVITY

Thanks to Dell, IT personnel at Saudi Post and office workers gain responsive support and services to maximise the performance of the IT environment. With Dell ProSupport for IT, administrators gain tech support and direct access from Dell Expert Centres and Next Business Day Onsite Service for peace of mind. In addition, Saudi Post has ProSupport for End-Users, also with Next Business Day Onsite

Service. Thanks to end-user support, employees at Saudi Post gain 24 hours a day, seven days a week phone or online access to Dell Expert Centres for assistance on their desktops and notebooks. Dell engineers are on hand to help with questions on virus and spyware and popular applications. They can also help configure simple networks and work remotely on client machines.

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

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