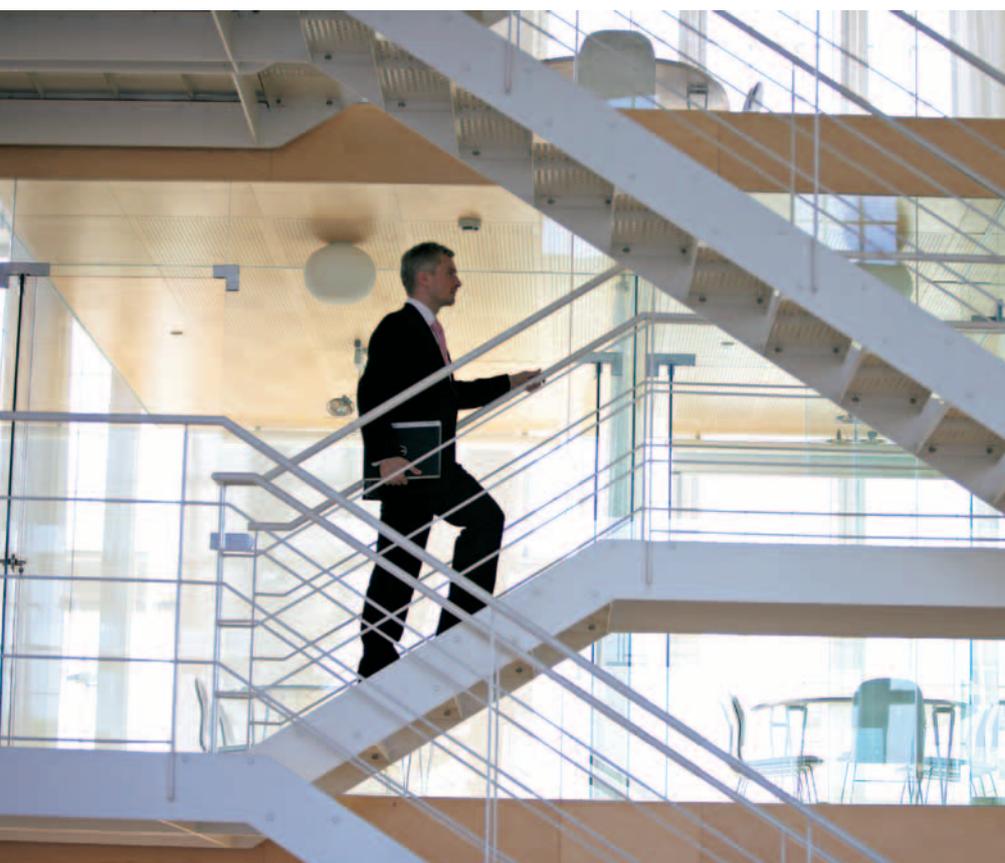




Better service – fewer costs

Leading provider of automation systems in Germany delivers greater customer service while cutting maintenance costs in industrial IT life-cycle management



Customer profile



Company ABB Automation GmbH
Industry Industrial Automation
Country Germany
Employees 1,600
Website www.abb.com

Business need

ABB Automation GmbH looked for an original equipment manufacturer (OEM) that could help the business drive sales when it moved its automation systems to an x86 architecture.

Solution

The company achieved its goals by working with Dell OEM Solutions and putting technology, such as Dell™ PowerEdge™ servers, Dell Precision™ workstations and Dell OptiPlex™ desktops, at the heart of its automation systems.

Benefits

- Firm cuts maintenance costs for customers' IT life cycles
- Company reduces lead times on quotes
- Life-cycle management minimises disruption for clients
- Customised reports help maximise client satisfaction
- ABB Automation gets one service manager for both automation and industrial IT maintenance issues

Solutions featured

- [OEM Services](#)
- [Server](#)
- [Support Services](#)
- [Workstations](#)

"We wanted to avoid building our products from scratch, and work with just a few IT providers. By working with Dell OEM Solutions, we gained an OEM partner that could deliver pre-configured solutions fast."

*Christian Schubert, Head of Service Centre Control Germany,
ABB Automation GmbH*

ABB Automation GmbH is a leader in power and automation technologies. With operations in around 100 countries, it works with utilities and industry to improve performance and lower its environmental impact.

In 2011, the company reported a record order book of more than US\$40 billion (€30 billion) and revenues of US\$38 billion (€29 billion). In Germany, ABB AG generated sales of US\$4.4 billion (€3.4 billion) with approximately 10,000 employees.

ABB Automation GmbH is part of ABB AG Germany, serving industry customers with automation products, systems and numerous other services.

Some of the biggest names in German process industry rely on systems from ABB Automation. Its personnel use ABB solutions to monitor and control processes in areas such as chemical refinement, smelting ore and metal rolling. The technology is central to the firm's operations and even minor outages could prove disastrous to production schedules and delay orders. Christian Schubert, Head of PA Service Centre Control at ABB Automation GmbH, says: "The success of our systems depends on high availability. Customers simply cannot afford any downtime."

ABB Automation looks to cut number of IT providers to meet technology needs

With so much emphasis on reliability, ABB Automation has to ensure that the IT underpinning its systems is solid. The technology can vary in complexity from just a single tower server to multiple rack servers combined with workstations and monitors. But regardless of how complex it is, it's crucial that the technology delivers high performance throughout the life cycles of ABB Automation. Schubert says: "When you consider that the

life cycle of many IT solutions is just a couple of years, you can see the challenges that we face to keep the systems well maintained." For a time, the business bought hardware components individually and built systems in-house on a UNIX®-based platform. Then it changed to an x86 infrastructure and reviewed its processes. Schubert says: "We wanted to avoid building our products from scratch, and work with just a few IT providers. By working with Dell OEM Solutions, we gained an OEM partner that could deliver pre-configured solutions fast."

"We can deliver a wide selection of high-performance automation systems that include Dell OEM Solutions. We build our systems partly using Dell technology, which we've certified to run our software."

Detlev Sager, Service Level Manager, ABB Automation

Technology at work

Services

Dell OEM Solutions

Dell Support Services

- Dell ProSupport™
- Dell IT Advisory Services
- Dell Online Self Dispatch

Hardware

Dell™ PowerEdge™ R710 servers with Intel® Xeon® processors

Dell PowerEdge T310 tower servers with Intel Xeon processors

Dell PowerEdge 4220 server racks

Dell Precision™ R5500 rackable workstations

Dell FX100 Zero Client

Dell OptiPlex™ XE desktops

Dell P2412H high-definition monitors

Customer finds one-stop shop for its automation systems

ABB Automation chose Dell OEM Solutions as one of its leading partners, because Dell offered a one-stop shop for the company's industrial IT requirements. The Dell proposition included reliable technology along with a number of services to help ABB Automation deliver an excellent level of service to customers.

Business promotes growth with flexible solutions

With Dell OEM Solutions, ABB Automation now continues to grow by delivering systems to meet the different needs of businesses. For example, a system called the MicroSCADA, which is designed for power substations, features either a single Dell™ OptiPlex™ XE desktop or a Dell PowerEdge™ T310 tower server connected to Dell monitors. Plus, the company offers the ABB System 800xA for large industrial complexes, which features a wide range of powerful Dell solutions, including:

- Dell PowerEdge R710 servers with Intel® Xeon® processors
- Dell Precision™ R5500 rackable workstations
- Dell PowerEdge 4220 server racks
- Dell FX100 Zero Client
- Dell P2412H high-definition monitors

Detlev Sager, Service Level Manager at ABB Automation, says: "We can deliver a wide selection of high-performance automation systems that include Dell OEM Solutions. We build our systems partly using Dell technology, which we've certified to run our software."

ABB Automation reduces lead times on quotes

Because of the speed and efficiency of the ordering process, ABB Automation service engineers can start to maintain operational automation systems much faster. "In the past, we often waited up to four days for quotes on hardware, but with Dell OEM Solutions, we receive quotes within a single working day. With a faster turnaround on orders, we can reduce timelines and deliver a better service to customers," says Sager.

Business reduces life-cycle maintenance costs while boosting customer service

ABB Automation has also improved customer service thanks to the longer life cycles of Dell OEM Solutions technology. With a typical ABB system lasting up to 25 years, and IT solutions just a couple of years, the company had to regularly upgrade customer systems. The advantage of Dell OEM Solutions is that the technology has a five to seven-year life cycle – helping reduce the number of upgrades and the disruption to customers. Due to the longer life cycles of Dell OEM Solutions, ABB Automation has significantly reduced the service life-cycle costs of its customers. Nicole Westendorff, Service Level Manager at ABB Automation, adds: "Now, we're able to reduce the number of necessary hardware upgrades significantly."

ABB Automation clients save engineering support

When it comes to support, ABB Automation customers also receive a more cost-effective service because ABB Automation has streamlined parts

procurement and can resolve issues more quickly. Today, ABB Automation service engineers are Dell certified and use the Dell Online Self Dispatch service to order parts. Dell also sends orders directly to customer sites where ABB personnel complete the installation and reintegrate the Dell computer into the ABB control system.

Company delivers more responsive service to customers

ABB Automation has also improved after-sales support in other ways as a result of its partnership with Dell. For instance, it now collaborates with a Dell Service Delivery Manager, who works directly with ABB Automation teams and provides a direct link into Dell for coordinating customer support plans. A key part of the role is to report trends and analytics to help ABB Automation continue to improve services for clients, who receive Dell ProSupport™ with IT Advisory Services – Strategic Package.

Customised reports help maximise client satisfaction

To further reduce disruption, ABB Automation and Dell OEM Solutions are developing customised reports that highlight the warranty status of the Dell technology used in ABB's systems. In the past, it was difficult to keep track of the life cycles of all the IT behind the hundreds of automation systems sold by ABB Automation each year. Westendorff says: "Before, we spent a lot of time managing upgrades, but now we can work closely with customers to plan for the future more effectively. It's easier for us to help manage customers' maintenance and hardware upgrades."



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