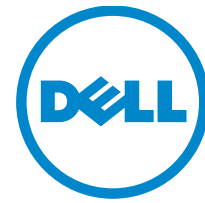


# Orient Overseas Container Line works with Dell on global desktop deployment program and decreases total cost of ownership by approximately 50 percent



- Services
- Standardization



"Deploying pre-configured, customized desktops with minimal effort is significant for us. Dell offered this service, which reduces the resources we need to deploy the desktops by around 75 percent."

*Warren Ma, deputy general manager of Information Services, Orient Overseas Container Line*

## Customer profile

Company:	Orient Overseas Container Line (OOCL)
Industry:	Transportation
Location:	Hong Kong
Employees:	6,000
Website:	<a href="http://www.oocl.com">www.oocl.com</a>

## Business need

OOCL wanted to improve its customer service and reduce the total cost of ownership of its desktops through a worldwide refresh program.

## Solution

OOCL worked with Dell on a global program, which included hardware customization, and standardized pricing and deployment.



*We take it personally*

## Benefits

- Hardware customization reduced deployment costs by approximately 75 percent
- Total cost of ownership decreased by 50 percent with global pricing
- Customer service improved with faster response times
- Quicker issue resolution with Dell Support Services
- Planned desktop deployment to 29 countries in just one month

'Think global, act local' has been the message of environmental campaigners looking to effect worldwide change through local communities, yet the same idea can be applied to businesses. Firms that want to make global changes to operations can benefit from working with solution providers that are capable of acting collaboratively at a local level.



Orient Overseas Container Line (OOCL) is an international container transportation, logistics, and terminal company, with more than 280 offices operating in 55 countries. OOCL operates more than 80 shipping routes around the world every week from its headquarters in Hong Kong, so the company knows about the importance of connected logistics and centralized control.

When it came to reassessing its IT infrastructure, Warren Ma, deputy general manager of Information Services, knew he needed a global solution. Ma says, "We have more than 6,000 employees around the world, so when we started to look at upgrading our environment, we had to find a way to reach them all. This was a considerable challenge given the breadth of our enterprise."

OOCL last upgraded its desktops in 2003 and had been using Windows® XP operating system since then.

### Technology at work

#### Services\*

Configuration and Deployment Services  
– Hardware Customization

Dell Support Services  
– Dell ProSupport for IT:  
Mission Critical option

#### Hardware

Dell™ OptiPlex™ 380 desktops with Intel® Pentium® Dual Core processors

#### Software

Windows® 7



Deployment costs cut  
by up to 75 percent

TCO reduced by  
50 percent



The combination of aging hardware and software meant that the total cost of ownership (TCO) associated with the company's desktops was rising. Productivity was falling because slow machines hindered employees' abilities to respond quickly to customers.

Furthermore, Windows XP was reaching the end of its life cycle and Ma was interested in the added benefits of Windows 7. Ma says, "The TCO of our desktops around the world was rising all the time. We spent too much time maintaining machines and dealing with slow systems. We wanted to take advantage of new features in Windows 7, such as the Problem Steps Recorder tool, to help us resolve issues faster."

### Global approach simplifies deployment

To make the project a success, OOCL needed to work with a solution provider that offered an integrated and fast global deployment service including hardware, software, and services. OOCL consulted with a number of firms and ultimately selected Dell.

Dell recommended Dell™ OptiPlex™ 380 desktops with Intel® Pentium® Dual Core processors. More than 1,200 of these desktops are due to be deployed across Asia, with more scheduled for deployment in 29 countries.

Ma explains, "Dell's key differentiator is service. The hardware matched our requirements, and Dell also provided advanced customization features, and a global service which incorporated procurement, deployment, and support. Dell was the only solution provider that could provide us with a complete package."

### Hardware customization reduces deployment costs by approximately 75 percent

Dell's Hardware Customization service aims to reduce the amount of work OOCL teams need to perform in house. As such, before the desktops leave the Dell factory, each one is tailored to OOCL's requirements, with DVI Adapter cards added to machines destined for dual-screen users.

Additionally, Dell installs the company's pre-configured global image, including Windows 7 and in-house developed applications, on every desktop. This means that when the desktops arrive at OOCL's offices, they can be up and running in a matter of minutes.

Ma says, "Deploying pre-configured, customized desktops with minimal effort is significant for us. Dell offered this service, which reduces the resources we need to deploy the desktops by around 75 percent. That's a huge saving for the business, and it frees up our IT team to focus on strategic work."

### Global management and pricing model reduces TCO by up to 50 percent

When Ma started looking for a partner to work with on this project, he found that each company he contacted had different pricing models for each country, making it difficult to get a clear picture of how much of the budget needed to be allocated globally. Only Dell offered a global pricing model, with standard pricing and configurations.

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Ma explains, "It's been far easier to budget for and manage this project with a standardized pricing model from Dell. With another provider, we would have spent valuable time coordinating all the different regions."

This global standardization extends to the procurement and deployment process that OOCL and Dell have developed. From its Global Desktop Support Center in Zhuhai, China, OOCL can now deploy and configure desktops in less than a week. As a result, OOCL plans to deploy new desktops to 29 countries in just one month.

This global standardization and management from Dell means that operational costs typically associated with coordination with local vendors, opening of purchase orders, and other administrative tasks have been reduced considerably. Ma says, "We operate in 55 countries and, with the global program we've put together with Dell, we no longer have to coordinate region by region. This reduces deployment times, and significantly reduces our overall TCO by around 50 percent."

### **Collaborative global support swiftly resolves issues**

In each country, OOCL's desktops are protected by Dell Support Services for IT with Mission Critical option, which includes four-hour on-site response.

Ma explains how this service works within OOCL's own support centre. "Should a user have an issue, the first call is to our service support centre in Zhuhai. Then, if there's a hardware problem, we call Dell and work together to resolve the issue. This collaboration is a great way to support our desktop environment," he says.

### **OOCL customer service is faster and more responsive**

Now, OOCL's employees have powerful and fast desktops, which results in greater productivity, and customer service has been improved as well. Ma says, "As the new desktops are rolled out, customer queries are answered faster and more work is completed each day. This is a win-win situation; costs have been reduced, and productivity has increased."

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For more information go to:  
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