



Client Management

HOLTERDORF PUBLISHING HOUSE MIGRATES TO WINDOWS® 7

At the same time as migrating to Windows® 7, the Holterdorf publishing house also decided to introduce a professional client management. Thanks to DX-Union it only took a few days to implement the new operating system.

“Since the Glocke began it has never not been issued!” – This is the motto which characterises day to day business in the traditional publishing house E.Holterdorf GmbH & Co.KG from Oeld in Westphalia which, since 1880, has achieved the greater part of its turnover by producing the daily newspaper “Die Glocke” (“The Bell”). Their other main area of business, which employs about a third of the 300 staff, is printing advertising materials such as brochures and calendars.

70% of the 300 workstation PCs in the company had previously run on Windows 2000 and the rest on Windows XP. This, according to Thomas Decker, Head of IT at Holterdorf, was the deciding factor for planning migration to Windows® 7. “In the editorial environment we were facing the problem that Internet Explorer can only be installed up to Version 6 under Windows 2000, and cannot be updated to a more recent version. This meant some web pages – such as our own homepage – were not being displayed

anymore. Internet Explorer 6 does not support some functions and programming codes, so there really was an urgent need for the computers to be modernised.”

But just migrating to Windows® 7 was not going to solve everything: all the PC workstations had to be configured manually: “The term “sneaker administration” could really be used to describe this situation. It often took up to two days to install all the programs and get a computer running smoothly,” says Decker. In October 2008 the publishers carried out the first test with the client management solution DX-Union from MATERNA. The aim was to install the PC clients as automatically as possible. However the first attempt was thwarted because the almost twelve year old editorial system was not compatible with other new software solutions. So the project had to be put on ice for a while.

DX-Union makes migration easier

When the decision for a new operating system had been made and it was also clear that the editorial system needed to be renewed as well, the publishing house decided to make another attempt. In this implementation DX-Union was to help to keep the project costs and effort to a minimum and to reduce the amount of manual configuration work. Another factor helping to decide on DX-Union was the fact that other software solutions at the workstations were also to be modernised at the same time. The publishing house defined a list with around 20 applications so as to make the software landscape more uniform overall.

Even before the project started the IT staff were informed in detail about the advantages of DX-Union which turned out to be an important success factor for the project to follow. “From an early stage we included the staff in the project and carried out tests once again. The colleagues were then quickly convinced about the solutions as DX-Union relieved them of repeated worksteps during the installation of new systems and software”, the Head of IT explains. After all, it was important to consider the economic advantages of this necessary investment as well as to evaluate the in-depth restructuring of work procedures which this project involved.

Thomas Decker explains: “If we had proceeded in a classic manner, we would have initially made an analysis of how we could specifically deploy DX-Union. Then we would have calculated the return of investment and then finally we would have compared the cost of the implementation and tools with the expected revenues. However, the fact that software support when setting up PCs achieves much more efficiency was clear to everyone involved. We had already seen how strenuous it is to keep the software on all the PCs up to date with seven IT staff.” The special network functions in DX-Union, for example, which uniformly administer the services needed for administering IT components (Active Directory, DNS and DHCP) were very convincing. The various assistants which automatically put together software and driver packages (Package Wizard and Drivers Wizard) are also very helpful.

But not all parts of the project ran quite so smoothly. For example one program on the new software list caused an unexpected problem “As we wanted to re-install all the software solutions we selected the email client Thunderbird version 3.0. We simultaneously implemented a new filing structure with a central file server. All of a sudden it was taking 30 seconds to move mails onto the file server.” the Head of the IT

department explains the situation. Initially they supposed that the problem was happening in Windows® 7 and the Windows Server 2008 (Release 2), but this turned out to be wrong. In the end the problem was due to the new version of the email program. “We then immediately turned to DX-Union and could thus install the older, compatible Thunderbird version 2.0.0.23,” Decker describes their pragmatic approach.

The DX-Union administrator, Alexander Kaufmann, is also very pleased: “In spite of our intensive preparations we had forgotten a set of fonts for the management team in the editorial office: installing this software onto the PCs afterwards took less than two hours with DX-Union. When the editors logged on the next morning this font was already on all the computers and the case was closed”.

Continue professionalisation

Now the project is finished, the Holterdorf publishers still have to complete some other tasks. For example a comprehensive asset management should be implemented to track the software and its distribution to the clients. As part of this the publishing house is also aiming to introduce licence management and a service desk so that all data in the IT landscape can be accessed directly via DX-Union.

Thomas Decker’s conclusion is positive: “The specialists from MATERNA were flexible and always reacted quickly to our requirements. Throughout the whole period of the IT-project we also succeeded in ensuring that the editorial office were always able to produce the latest issue of our daily newspaper.” ■

STATEMENT



“The IT staff are very satisfied with the new solutions as DX-Union has automated a great many routine tasks involved in installing and configuring PC workstations.”

Thomas Decker, Head of IT at Verlagshaus E. Holterdorf GmbH & Co. KG



THE COMPANY

Founded in the year 1880 by Engelbert Holterdorf to publish the daily newspaper the "Glocke", this Westphalian media company has a very strong tradition. With a daily circulation of 65,000 copies, its own independent editorial office and six local editions, the "Glocke" has a wide readership and is very popular in the Warendorf and Gutersloh areas. Their graphic design operations also have a strong tradition. The two production divisions are the production of newspapers using newspaper rotary printing and the production of high quality printed advertising articles such as brochures and catalogues using sheet-fed offset printing.

ADVANTAGES

- Simple integration of drives in the boot image of the new operating system which is to be installed
- Very simple to put software packages together for Windows® 7 with DX-Union
- DX-Union delivers the technology to plan, control and monitor several locations from a central office
- Comprehensive management of all the infrastructure services required