ADAC

ADAC e.V., Europe's Largest Automobile Insurance Association, Completes Desktop Migration in 15 Days

Germany's ADAC e.V. is Europe's largest automobile association, with more than 18 million members using the company's various services from roadside assistance to automobile insurance. ADAC e.V. supports a workforce of over 2,400 and offers a number of features, including financial and travel services along with used car and motorcycle sales.

INDUSTRY
Transportation

LOCATION
Munich, Germany

KEY CHALLENGE
Migrating 2,400 existing desktop PCs, including user-installed applications, files and profiles, to new laptops in a, three-week timeframe

SOLUTION
- Complete desktop migration without incident, including all applications and personalization features
- Centralization of images, creating a desktop recovery solution

The Challenge

ADAC e.V. needed a comprehensive desktop migration solution that accounts for personalization aspects and the multiple applications used within the organization. Being a member of an automobile association means that each day presents its own time-sensitive challenges. For ADAC e.V. and its 2,400 employees, the idea of workforce interruption seemed like both a logistical and technical nightmare. With those employees spread out across seven different offices throughout Munich and working in 40 different business units, ADAC e.V. had a personnel infrastructure setup that also created unique IT requirements.

In hopes of making a smooth company wide shift to a new corporate headquarters while still being able to work in a distributed manner, the ADAC e.V. IT department decided that an investment of new laptops would accompany a transition to the new office working environment.

For Stefan Brandstetter, ADAC e.V.'s IT manager, nothing could be lost in terms of applications and personalization during this transition. With millions of club members expecting uninterrupted service from ADAC e.V., the company had to account for the wide array of PCs being currently used along with the department-specific and user-installed applications. As Brandstetter described, "We have a great variety of applications that we need for our work, and we could not utilize thin clients due to the number of applications we run."

With IT looking to transition the staff into a flexible workforce, along with the need to quickly and soundly migrate the entire organization to new laptops, ADAC e.V. sought a comprehensive migration solution

that accounted for all personalization and application needs at a lower cost and without interruption.

The Solution

ADAC e.V. was looking for a smooth and incident-free migration to new laptops.

For Brandstetter and his staff, it was clear from the start that thin clients and existing software solutions were not capable of accounting for the multiple personalization and application aspects associated with such a move. "The classic way of migration has plenty of risks. One of the PCs could have had software or configuration missing. With VMware Horizon Mirage™ we had exactly the same IT environment on the PC, but were able to migrate over everything that made that desktop personal to our users. IT was able to separate the IT images on the desktop PCs from the user space—applications, files and personalization. During the transition to the new laptops, IT merged the existing user space files, applications and personalization with the

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Stefan Brandstetter
IT Manager,
ADAC e.V.

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new standardized IT image. This provided IT the image management that it needed, while still providing the users with the same exact PC image that they were used to using."

ADAC e.V.'s full migration was completed in just three weeks, with roughly 150–160 users each day having their entire PC migrated over to the new laptops. "Our employees left their desktop PCs on their desks at 4 p.m., and the next day they arrived at the new building at 8:30 a.m. with their new laptops ready to go. The look and feel from the start were the same as those of the old equipment," said Brandstetter.

Completing the entire migration process in three weeks had to take place without interruption for the employees and account for all existing applications. According to Brandstetter, "Almost all of the 2,400 have different working environments. Our business is a mixture of many different businesses."

ADAC e.V.'s employees were unable to tell the difference between their old desktops and the new laptops, including all the items that made that PC personal to them— bookmarks, desktop shortcuts and other profile information. As Brandstetter noted, most employees were looking for changes between the two computers and could not find anything. For PC migration, VMware Horizon Mirage centralizes and logically layers a monolithical PC image into multiple layers in order to accomplish the transition with limited (if any) interruption. A copy of the entire PC is taken, with all applications, files and personalization accounted for. With ADAC e.V. acquiring new PCs, the IT golden image was the only part swapped out, allowing for zero impact on any previous files, applications or personalization.

Employees were not the only individuals to receive benefits from ADAC e.V.'s migration deployment. "We were also able to save considerable money for our members," highlighted Brandstetter.

Business Benefits

ADAC e.V. also discovered the extra value of centralizing PC images as part of the migration process—disaster recovery of the entire PC, not just files.

"One of our top managers had his laptop break down just two days into the new office. We simply grabbled another laptop, did the migration again and just a few hours later, he had his original working laptop in front of him," said Brandstetter.

Although ADAC e.V. had not considered VMware Horizon Mirage as a desktop recovery solution, the quick turnaround for the manager created another believer at the company. Since a copy of the migrated image was centrally stored, the single image management capabilities of VMware Horizon Mirage meant that switching out the desktop image to a new PC would be the only necessary step in order to restore the product manager's image.

As Brandstetter highlighted, "Of course, we wouldn't have been able to achieve this without Mirage."

With VMware Horizon Mirage centralizing PC images, IT is enabled with the ability to manage one copy of Windows and other applications for everyone within the organization. This results in a reduction of the total cost of ownership (TCO) as well as a host of features, including desktop recovery.

Looking Ahead

Having seen the value that VMware Horizon Mirage brought to its organization, ADAC e.V. is looking to see what additional needs it has for the future, having completed such a fast and efficient desktop migration and an ad-hoc disaster recovery scenario.

ADAC e.V. is evaluating additional company wide features such as desktop migration and repair. "We have a good starting point for using Horizon Mirage for other features since we've got the IT environment to use Horizon Mirage further on," said Brandstetter.

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