

## A smarter way to refresh client devices

Shiseido makes 25 percent saving on its PC budget by adopting Dell PC as a Service



Consumer Goods | France

### Business needs

Shiseido wanted to reduce the capital cost of client refresh programmes and the months it could take for new machines with the right software to be deployed. In addition, not all employees across Europe, Middle East, and Africa (EMEA) gained the same high performance from their machines, reducing productivity in some offices.

### Solutions at a glance

- [Dell PC as a Service](#)
- [Dell XPS notebooks](#)
- [Dell Latitude notebooks](#)
- [Dell OptiPlex desktops](#)
- [Dell Precision workstations](#)
- [Dell Financial Services](#)

### Business results

- No large upfront costs by shifting from capital to operating expenditure
- Employees maximise productivity with software preinstalled
- Company ensures same high standards for client devices in EMEA

25% saving on PC budget



New devices arrive in a couple of weeks, not months





Shiseido is a worldwide cosmetics business with 46,000 employees. The company, which launched in 1872, is the number-one cosmetics brand in Japan and Asia. It has 10 production sites and eight research centres and has annual revenues of approximately JPY 1.1 trillion (US\$10.1 billion). Shiseido's global selection of skincare, makeup and fragrance brands are sold in more than 120 countries and regions.

The firm operates in a highly competitive market, and employees rely on their notebooks, desktops and workstations to maintain efficiency. The challenge was ensuring each employee had a high-performance client device to ensure maximum productivity. Shiseido used different vendors in different countries across Europe, Middle East, and Africa (EMEA), and the devices varied in terms of performance, age and cost.

When it came to refreshing the machines, IT teams had the time-consuming task of reviewing multiple quotations. Plus, there were no guarantees the machines would be delivered to the right office location or with the company's software image installed. This gave IT personnel more work to do. Furthermore, uncertainty over delivery meant new starters sometimes had to wait several days before they received their machines.

## Seeking a smarter way to refresh devices

Shiseido was looking to save time and money on its refresh programmes, and ensure new machines arrived at their destinations ready to use and with software installed. Sébastien Hebert, technical director for Shiseido EMEA, says, "We wanted to automate the process from end to end." After evaluating solutions from multiple providers, the company chose Dell PC as a Service (PCaaS) to deliver its goals. Dell PCaaS combines hardware, software, PC lifecycle services and financing using Dell Financial Services (DFS) for a single, predictable price per seat per month. Hebert says, "We found Dell could help us start small and scale up. We began with software imaging, and today we are using connected configuration, so we can provide high-performance PCs to all our users with the right software."

*"We have made a 25 percent saving on our PC budget since we moved to Dell PCaaS."*

Sébastien Hebert, Technical Director, Shiseido EMEA

# Continuous standardisation on Dell and Windows 10

Around 60–70 percent of Shiseido’s client devices are now provided by Dell, with the number likely to rise to 80 percent. Employees use a mixture of Dell XPS and Dell Latitude notebooks, Dell OptiPlex desktops and Dell Precision workstations. Many of the machines—which have enabled Shiseido to move to Windows 10—are supporting a virtual desktop infrastructure. Hebert says, “Our devices are of a much higher quality now. It is important that the technology we provide personnel looks great, particularly in our business, with performance and functionality to match.”

## 25% saving on PC budget

Shiseido has significantly reduced its costs for providing personnel with client devices. “We have made a 25 percent saving on our PC budget since we moved to Dell PCaaS,” says Hebert. The company no longer has to pay large amounts upfront for its PC refresh programmes because the Dell PCaaS transfers costs from capital to operating expenditure through DFS.

## Automation reduces IT workloads

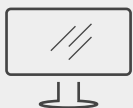
Shiseido provides offices in different regions with a catalogue of Dell notebooks, desktops and workstations to meet their needs. Furthermore, office administrators can order the machines safe in the knowledge they will arrive with the company software image installed. “We are working towards a goal where requests for client devices are completely automated via a portal. We are almost there. It’s just a matter of time,” says Hebert.

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Sébastien Hebert, Technical Director, Shiseido EMEA

## New starters’ devices are ready to use from day one

The company’s employees are more productive thanks to the fast delivery of client devices. In the past, it could take months for a new machine to arrive, but now it takes just a couple of weeks. The speed of response means new starters in EMEA come to work with their notebooks, PCs or workstations ready to go with software preinstalled. “We are confident with Dell PCaaS that we can deliver the right device on time to our employees, while managing everything from a single location,” says Hebert.



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