

Driving digital transformation for New Zealand's leading automotive group



Customer profile

Giltrap Group

Automotive | New Zealand



“Dell offered everything from client solutions to infrastructure solutions, which was pivotal in the decision for our preferred technology partner.”

Simon Pope

General Manager of IT Operations,
Giltrap Group

Business needs

Giltrap Group needed a new technology stack to provide an industry-leading customer experience throughout its showrooms, workshops and offices. This included the implementation of a hybrid cloud infrastructure with upgraded data protection, back-up capabilities for its Office 365 environment, and remote working opportunities for employees.

Business results

- Delivered immersive customization experiences via touchscreen technology
- Unlocked new scalable infrastructure
- Enabled faster data protection with Dell APEX Backup Services
- Reduced downtime with ProSupport Plus
- Simplified budgeting with OpEx pricing model

Solutions at a glance

- [Dell Latitude Laptops](#)
- [Dell OptiPlex series](#)
- [Dell Large Format Monitors](#)
- [Dell ProSupport Plus for PCs](#)
- [Dell APEX Backup Services](#)

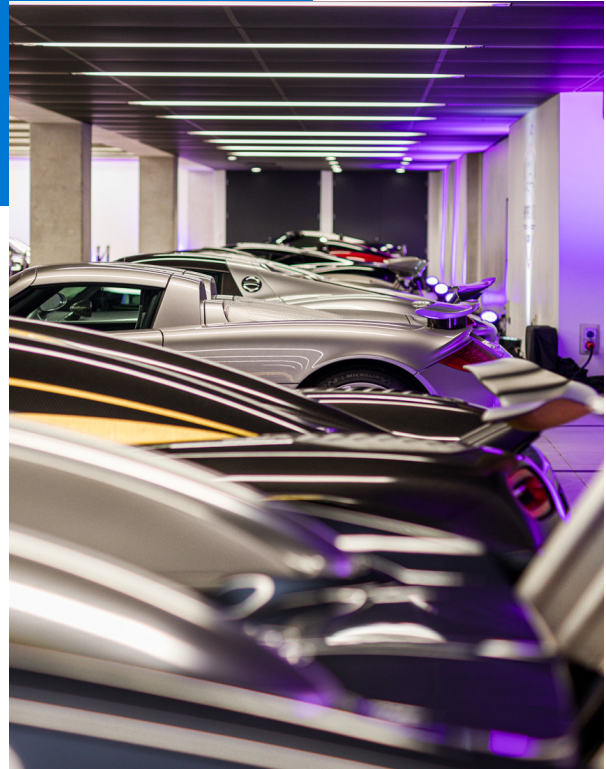
Accelerating the Giltrap Group's business journey

In an industry fueled by constant innovation, the Giltrap Group is driven by its vision to become the best automotive group in the world. It sought a technology stack that would evolve alongside the cars it sells while giving its staff the tools required across its offices, customer showrooms and servicing workshops. Having assessed a number of options, Giltrap Group chose Dell Technologies to be its primary provider of client and infrastructure solutions.

Founded by Sir Colin Giltrap in 1966, Giltrap Group is New Zealand's leading automotive group. Offering services such as retail, wholesale, rental, subscription and leasing, the Auckland-based group represents 18 of the world's most desirable automotive brands. For customers looking for a bespoke, luxury automotive experience, this family-owned company believes its employees – and in particular, its love of cars – places them ahead of the competition.

Staying up to speed in the fast-paced automotive industry

Giltrap Group needed technology that would satisfy the requirements of its customers and staff across numerous touchpoints. The company's sales teams were equipped with Dell OptiPlex All-in-One PCs, chosen for their sleek designs, minimal footprint and impressive performance. Large interactive monitors were also installed in the showrooms for customers to configure their vehicles. This upgrade on the showroom's previous non-touchscreen setup proved useful in providing a premium purchasing experience, allowing customers to visualize and tailor their vehicle to specific needs and requirements.



“Technology plays a huge part in our vehicle servicing workshops.

Our technicians utilize the OptiPlex All-in-Ones to have the right information and tools.”

Simon Pope

General Manager of IT Operations,
Giltrap Group



End-to-end support for the automotive industry

Customers waiting for their car to be serviced are also reliant on accurate timeframes. OptiPlex desktops installed within the Giltrap Group's vehicle servicing workshops ensure technicians have access to the right information and tools required to service vehicles on time, enabling them to focus on getting customers' cars safely back on the road as soon as possible.

Keeping employees safe and data secure

As part of its ongoing digital transformation, the Giltrap Group evolved from an on-premise data center to a hybrid cloud infrastructure. Further workforce transformation was then accelerated by Auckland's 107-day lockdown in 2021.

The sudden pivot towards remote working required employees to have the appropriate technology needed to do their jobs at home. The company opted for Latitude 7000 series in this transition to a hybrid work environment. A small and lightweight business-class laptop with long battery life and ExpressCharge capability, Latitude 7000s can be transported as required between employees' homes and the corporate office. These Latitude models allowed Giltrap Group employees to maintain efficiency while working safely. When staff were at the office, they could also take advantage of Dell monitors, docking stations and peripherals.

Data security for remote workers became a pressing concern for the Giltrap Group. Its previous solution had failed to provide adequate protection. Dell offered a ready-made replacement in Dell APEX Backup Services, an as-a-Service offering that provides protection and backup for the Giltrap Group's Office 365 environment.

Impressed by the simplicity of the solution, as well as its cost-effective OpEx model, the business's IT team was able to implement Dell APEX Backup Services in just half an hour. By the next morning, the contents of the organization's Office 365 tenant had been securely backed up by Dell. The same Dell APEX solution remains in use today, providing continuous peace of mind for employees using Microsoft Exchange, OneDrive, Sharepoint and Teams.



"We were impressed by the simplicity of the solution and its cost-effective OpEx model. Our IT team implemented Dell APEX Backup Services in just half an hour."

Simon Pope

General Manager of IT Operations,
Giltrap Group



“Dell has been crucial for us. From account teams for shipping teams and logistics, nothing’s ever too hard. They provide us the tools we need to succeed.”

Simon Pope

General Manager of IT Operations,
Giltrap Group

Dell ProSupport Plus offers automated support across all devices used throughout the Giltrap Group’s offices, showrooms and workshops. With services including 24/7 access to expert engineers, proactive monitoring for issues, and Accidental Damage, ProSupport Plus reduces unexpected downtime across the company. This increases productivity for employees, provides visitors with a consistently visually-appealing showroom, and enables the workshop to minimize delays.

A winning partnership

For the Giltrap Group, finding a partner it could trust was crucial – and Dell Technologies has delivered. By working closely with Dell, Giltrap Group continues to use personalized technological experiences to fulfil its customers’ dreams of a bespoke automotive experience. Meanwhile, improved reliability – courtesy of ProSupport Plus and APEX Backup Services – enables Giltrap Group employees to focus on what matters most: providing its customers consistently excellent service. Crucially for a business in the fast-paced automotive industry, Dell provides the Giltrap Group with the flexibility to evolve its infrastructure when needed – no trade-in required.

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