

Automotive designers keep their creative powers in top gear

Chongqing Changan Automobile Co., Ltd. ensures staff at its design centre have the tools to optimise their innovation with Dell Technologies.



Business needs

With competition across the automotive industry heating up due to the transition to electric vehicles, Changan Automobile Design Center Europe wanted to ensure its expanding team of designers had continuous access to technology that helped realise the full potential of their imaginations to design next-gen vehicles.

Business results



Boosts creativity of designers with latest-generation technology.



Raises productivity, ensuring 100% of devices are giving their best performance.



Supports easier recruitment and retention of personnel.



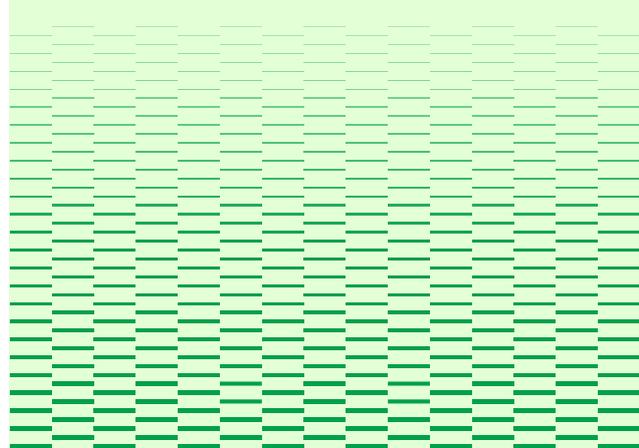
Enhances sustainability by helping reduce e-waste.



Facilitates business growth without concerns over CapEx costs.

Solutions at a glance

- [Dell APEX PC-as-a-Service](#)
- [Dell Precision workstations](#)
- [Dell Latitude notebooks](#)
- [Dell ProDeploy](#)



Automotive manufacturers are making design processes more efficient to speed up the introduction of electric vehicles (EV) and hybrid vehicles. Chongqing Changan Automobile Co., Ltd., one of China's top four vehicle manufacturers, has created the Changan Automobile Design Center Europe, based in Turin, Italy, to keep the development of its next-generation vehicles motoring along. Today, the Center is expanding, increasing the number of vehicle designers and staff as project numbers grow and the complexity of designs escalates.

Giving designers the tools they need

To ensure its growing workforce can continue delivering cutting-edge vehicle designs as workloads rise, the Center sought a solution able to provide staff with continual access to up-to-date workstation and laptop devices. It chose Dell APEX PC-as-a-Service (PCaaS), provided by Dell Financial Services. This gave the Center a cost-effective way to guarantee personnel devices always aligned with their job roles and delivered peak performance.

Turbo-charging creativity

As a result of Dell APEX PCaaS, designers are ensuring Changan Automobile remains a leader in the rapidly evolving automotive industry. Designers are maximising creative powers with Dell Precision workstations, running state-of-the-art vehicle design software and administrators are being highly productive with Dell Latitude notebooks. The Dell ProDeploy Deployment Team is supporting the implementation of both devices. Fenlei Bian, Company operation manager at the Changan Automobile Design Center Europe says, "We can ensure our designers are at their creative best using the latest 3D design programs because their Dell APEX PCaaS workstations are regularly refreshed to meet the demands of the latest software."

Device performance that never lets up

With devices working at peak performance, personnel no longer face disruption from technology failures. Ivan Pavan, IT systems engineer at the Center says, "In the past, 20%

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Fenlei Bian,
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Changan Automobile Design Center Europe

of our client devices could have technical problems, but that's been eliminated with Dell APEX PCaaS." Furthermore, the technology will play a key role in attracting new talent. Comments Pavan, "Client devices help us employ and retain the best people, so being able to deploy devices refreshed for state-of-the-art productivity software every three years is great for recruitment."

Supporting sustainable progress

The Center can drive growth, expanding teams and giving them the latest-generation client devices without having to pay for the machines in one go. Says Bian, "Thanks to our success in China and around the world, the business is growing. And we can continue rolling out more devices with Dell APEX PCaaS without worrying about CapEx costs." Moreover, stakeholders know that Dell Technologies will refurbish up to 95% of the old hardware it receives to give the devices a second life¹, helping the Center meet its sustainability goals. "We want to reduce e-waste, so it's great to know that our old Dell Technologies devices will be disposed of safely and sustainably through Dell APEX PCaaS," concludes Pavan.

1. <https://www.delltechnologies.com/asset/zh-tw/solutions/financing-and-payment-solutions/briefs-summaries/technology-rotation-infographic.pdf>

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