

Revolutionizing IT operations for sustainable business growth

A manufacturing conglomerate needed to cost-effectively supply its global workforce with pre-configured devices – all without hindering productivity, security, or its sustainability initiatives.

Business needs

Following multiple business acquisitions, AVK required a cost-effective, sustainable and secure solution to manage a vast quantity of employee PCs. Dell APEX PC-as-a-Service enabled AVK to streamline operations, cut costs and maintain global business continuity.

Business results



Streamlined IT operations and standardized thousands of employee PCs



Reduced PC configuration time from 2-3 days down to 25 minutes



Simplified deployment, maintenance and repair with Dell ProDeploy and ProSupport Plus for PCs



Advanced sustainability with Dell Latitude 5000 and 7000 series laptops

Solutions at a glance

- [Dell APEX PC-as-a-Service](#)
- [Dell Latitude Laptops](#)
- [Dell ProDeploy](#)
- [Dell ProSupport Plus for PCs](#)
- [Accidental Damage Protection](#)
- [Asset Recovery Services](#)

“ Since we started with Dell APEX PC-as-a-Service, our roles as IT technicians have never been easier.”

Michael Zielinski
Group IT Operations Manager at AVK Holding



Accelerating growth with sustainable and efficient IT

Driving digital transformation in global manufacturing with green IT

AVK Holding is a global manufacturing conglomerate based in Denmark. Its core business is centred around the production of valves, hydrants and accessories for water and gas distribution.

Originally a local machine shop, AVK has expanded globally via multiple acquisitions. It now comprises of over 100 companies and employs 4,800 individuals.

This rapid growth and acquisition of numerous firms presents the challenge of managing each subsidiary company's PCs and devices.

Overcoming complexity with efficient PC management

The time had come for AVK to begin a three-year refreshment cycle for its employees' PCs. Thousands of devices would need to be replaced, resulting in huge upfront costs.

Not only is this an incredibly expensive and time-consuming process, it's also unsustainable and results in significant e-waste.

AVK started its sustainability department to drive greener practices across its many businesses. The company sought to standardize its employees' devices with a more cost-effective and environmentally friendly "as-a-Service" solution.

Aside from the practical challenge of delivering thousands of new PCs to different companies and employees, AVK needed to consider the management and maintenance responsibilities that come with this.

AVK was looking at an average of a 2–3-day turnaround to prepare and deploy a new PC. With time and money as a factor, the company sought to minimize this window and reduce the delay to day-to-day business operations.

Being able to set up new devices remote and onsite at any time of day was key for minimizing downtime and disruption to business continuity.

Plus, as hybrid and remote working practices are increasingly becoming the norm, the company needed to provide remote support and maintenance to its employees across the globe.

In today's landscape, cybersecurity is a necessity for businesses. AVK needed to ensure that its new PCs and laptops had a robust security baseline for its users across the globe. Compliance with new EU security regulations is also critical.

Streamlining operations to unlock new efficiencies

Dell's APEX PC-as-a-Service (PCaaS) stood out as the solution of choice for AVK's growing business.

Having signed a 36-month PCaaS subscription, the company chose Dell Latitude 5000 and 7000 series laptops for their sustainable designs built from space carbon and recycled plastics.

Crucially, APEX PCaaS provides significant cost-efficiencies for refreshing thousands of PCs. As there are no hidden costs, AVK can enjoy clarity with a simple monthly payment structure.

Factory provisioning saves the company lots of time. The PCs and laptops are ready with operating systems and anti-virus software right out of the box so IT staff can focus their time creating value elsewhere.

For streamlined installation, management and maintenance, AVK combined PCaaS with Dell ProDeploy and ProSupport Plus alongside VMware's Workspace ONE.

ProDeploy is a winner for efficiency; the company has reduced the PC setup time from 2-3 days down to an average of just 25 minutes.

With AVK's employees working remotely in multiple locations across the globe, ProSupport Plus is a valuable part of PCaaS as its predictive insights allow them to remotely act on any developing IT support issues.

“ Thanks to ProSupport Plus with Accidental Damage Protection, our employees are not afraid to report damages. They know devices will be fixed without any extra cost.”

Michael Zielinski
Group IT Operations Manager at AVK Holding

“ With Dell’s Latitude laptops, not only are we providing our customers with better service, but we’re also supporting our business with sustainable devices.”

Michael Zielinski
Group IT Operations Manager at AVK Holding



One of the company’s employees didn’t notice his laptop had fallen out of his bag, only to reverse over it with his car. He reported the incident to his IT team, assuming he’d need to buy a replacement.

Thanks to Dell ProSupport Plus with Accidental Damage Protection, 24x7 priority help was just a phone call away. By sending photos of the damage to Dell’s support, the employee received a free replacement the very next day.

As part of APEX PCaaS, Asset Recovery Services enables AVK to responsibly retire legacy IT requirement, and transition from old devices to new. Asset Recovery Services also prioritizes reusing these retired products and materials where possible via whole unit resale, refurbishment, or harvesting their parts, for maximum value back. All other materials are responsibly recycled, helping AVK to reduce its overall footprint.

Forging a future of sustainable excellence

PCaaS has enabled AVK to successfully streamline IT management, reduce costs and drive sustainable practices throughout the business.

Dell’s Latitude laptops haven’t just pleased AVK’s employees with their functionality but increased their productivity too. Combined with ProDeploy and ProSupport Plus, Dell has provided AVK with a sustainable and resilient foundation to continue expanding as a business.

“ Dell Technologies mirrors our dedication to quality, reliability and longevity; that’s why we chose them as our partner.”

Michael Zielinski
Group IT Operations Manager at AVK Holding

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