

Watch this new, digitally powered press wholesaler

The largest German press wholesale company, QTRADO, runs its operations on an agile, extremely efficient hyper-converged infrastructure.



Wholesale distribution | Germany

Business needs

QTRADO, which resulted from the merger of four press wholesalers, needed its own infrastructure to reliably support the organisation from day one. Overnight, users and processes had to transition seamlessly from various company-specific systems to a new software environment.

Solutions at a glance

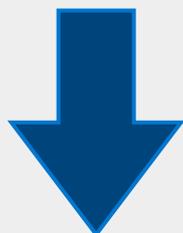
- [Dell EMC VxRail Appliance](#)
- [Dell EMC Data Domain](#)

Business results

- Under 4 months of IT effort to provision a business-ready infrastructure
- Support for technology innovation and process optimisation
- Growth enablement starting with a strong position of 10% market share

Zero

downtime in transitioning to the new technology environment



50%

time savings by configuring servers in virtualised environment



Four companies in the constantly changing German press wholesale market decided they could achieve better business results by merging into a new organisation: QTRADO GmbH & Co. KG. With more than 10 percent market share, QTRADO would be the largest German press wholesaler, serving close to 12,000 sales outlets with year-round distribution of newspapers, magazines and other printed products.

IT managers had to plan a seamless overnight transition, because press wholesale distribution cannot tolerate interruptions. With just a few months to plan, they had to switch and provision software, servers and networking resources for QTRADO.

Trusted partner with proven solution

The IT team at one of the four merging businesses, Wilhelm Schmitz GmbH & Co. KG, took the leadership in planning the technology for QTRADO. Wilhelm Schmitz already used Dell EMC Data Domain backup storage systems and other Dell EMC products and considered Dell EMC solutions for a hyper-converged infrastructure (HCI) to support the IT-system change. Hendrik Schinnenburg, director of IT and technology services at QTRADO GmbH & Co. KG, says, "We could consolidate four companies' systems on one hyper-converged infrastructure using Dell EMC VxRail as a turnkey solution."

Long-standing relationships with Dell EMC factored into the decision. "We appreciate the openness and trustworthiness we experience with the Dell EMC team," says Schinnenburg. "We can rely on sound advice based on a deep understanding of our industry."

Building an HCI business foundation

The IT team ordered six Dell EMC VxRail appliances—built on Dell EMC PowerEdge server technology with Intel® Xeon® processors and incorporating VMware software—for the QTRADO data centre. Two Data Domain systems provide backup storage. "Including training and configuration, it took us just three days to fully deploy the Dell EMC VxRail appliances," says Schinnenburg.

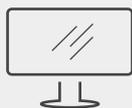
The next task was to configure a Windows environment with Active Directory and close to 120 servers—including enterprise resource planning (ERP), finance, distribution and industry-specific applications—on VxRail. Schinnenburg comments, "Compared to the traditional way of configuring servers, we save at least half the time by virtualising them on VxRail."

Smooth transition and more value from IT

It soon became clear that the IT team would have the HCI environment ready on time. Schinnenburg says, "In just under four months, we can deliver a high-performing business infrastructure on a VxRail foundation. Users in five locations can access their applications through a new Citrix desktop—the only change they are likely to see."

The IT team plans to bring greater consistency to processes, give decision-makers better visibility of business data and boost the efficiency of distribution. Schinnenburg says, "We look forward to running a highly competitive press wholesale business on our Dell EMC infrastructure. The HCI environment will also help us free resources to innovate, for example, by providing mobile apps to outside sales reps and customers."

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