

Keep your eyes on Germany's newest largest press wholesaler.

QTRADO—the result of four German-press wholesalers merging—ensures high quality services from day one with a Dell EMC hyperconverged infrastructure (HCI).

Company profile

Company QTRADO	Industry Wholesale distribution	Country Germany	Website www.qtrado-logistics.de/

A new player in the press wholesale market.

When four German press wholesalers decided to join forces in a new company, QTRADO GmbH & Co. KG, they were ready to claim a strong market position. The four companies needed to ready a new IT foundation for QTRADO and transition to it without any interruptions to existing business activities.

- 4** established German press wholesalers merge.
- 12,000** sales outlets receive print products 365 days per year from QTRADO as a single provider.
- 650** employees work in five business locations in the combined operation.
- >10%** market share and €230 million (US\$260 million) annual revenue make QTRADO the largest press wholesaler in Germany.

Switch to HCI.

31 March 2019 Last day for business processes using the four separate companies' IT systems.

1 April 2019 Virtualised QTRADO infrastructure takes over.

HCI infrastructure
6 Dell EMC VxRail appliances

Storage
2 Dell EMC Data Domain systems

4 months from delivery of VxRail appliances to cutover

3 days needed for training and configuration of VxRail by IT team

120 servers and applications virtualised on VxRail, including:

- Finance and accounting systems
- 5 press wholesale industry-specific systems
- 5 additional business databases
- Distribution and logistics software

Seamless transition enables growth and delivers more value from IT.

0 downtime in the cutover to the virtualised QTRADO infrastructure	50% time savings for configuring servers in the virtualised environment	Ability to build on a strong, competitive market position
Foundation for process optimisation 	IT innovates more and contributes more to the business	5 years support for business operations before technology refresh required

“Including training and configuration, it took us just three days to begin using the Dell EMC VxRail appliances. Compared to the traditional way of configuring servers, we save at least half the time by virtualising them on VxRail.”

Hendrik Schinnenburg, Director of IT and Technology Services at QTRADO GmbH & Co. KG

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