

## Case study

# Grundfos

**HP Financial Services works with Grundfos to deliver flexible solutions that support the full IT lifecycle**



### Organization

Grundfos

### Country

Denmark

### Industry

Water Technology

### Deal Size

\$8 million in volume a year

### Company Size

• 18,000 employees

### HP

- PC
- Laptops/Desktops

### HP Financial Services

- HP FMV leasing
- Technology Refresh
- HP GMLFA
- Asset Recovery



**“At Grundfos, we are continually looking for ways strengthen our position when it comes to corporate responsibility and I’m proud to say that runs right through every part of our company. Engaging HP Financial Services around its full lifecycle capabilities helped open up another way to enhance our company vision. HP Financial Services was able to provide us with flexible solutions that helps ensure a consistent IT setup regarding our PCs and laptops, both in the office and in the production environment. With HP Financial Services, we’re able to ensure technology is continuously refreshed and updated. HPFS is also aligned to our sustainability requirements and helps ensure that end-of-life assets are properly managed at their renewal facilities. The agility and flexibility provided by HPFS was really key to the requirements we have as a growing business and we look forward to a continued relationship.”**

– Gerd Wieland, Director, Infrastructure Operations, Grundfos

## Organization profile

With over 18,000 employees, Grundfos is a global leader in advanced pump solutions and a trendsetter in water technology. Their mission is to successfully develop, produce and sell high-quality pumps and pumping systems world-wide helping to contribute to global sustainability by pioneering technologies that improve quality of life for people and care for the planet.

## Business situation

Grundfos takes its corporate responsibilities very seriously—being a responsible player in this field is part of the company vision. With such a strong ethos running through the company, when the time came to assess its on-going technology needs, it was a natural move for Grundfos to explore solutions that could help them better manage their entire IT lifecycle from initial acquisition through on-going refresh and retirement. Having traditionally paid cash for equipment, Grundfos was challenged with keeping equipment refreshed on a regular upgrade cycle. Additionally as their global presence expanded, managing end-of-life assets in an environmentally compliant way that met an increasing number of local regulations was becoming difficult.

## Solution

HP Financial Services worked closely with Grundfos to develop a flexible solution that came with a built-in refresh cycle on HP equipment, covering the full IT lifecycle from deployment to retirement. This was backed by a global agreement that provided further financial predictability and allowed Grundfos to feel safe in the knowledge that they could deploy consistent solutions around the world as needed. Leveraging the HPFS customer portal provided Grundfos with immediate access to technology financial details at the granular level. Grundfos was able to gain visibility into the associated terms, renewal dates and end of life replacement options for the individual technology financial agreements, helping to create significant operational efficiencies. With the help of HP Financial Services, Grundfos is able to get the flexibility they required to ensure smooth access to new PC and laptop technology solutions.

## Benefits

- Global consistency for how technology is delivered and procured
- Built-in technology refresh—keeping equipment current at all time
- Financial flexibility and ability to predictably manage IT and business requirements on a global basis
- Immediate access to terms, renewal date, and replacement options 24/7

Sign up for updates  
[hp.com/go/getupdated](http://hp.com/go/getupdated)



Share with colleagues



Rate this document

© Copyright 2016 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

Financing and service offerings available through Hewlett-Packard Financial Services Company and its subsidiaries and affiliates (collectively HPFSC) in certain countries and is subject to credit approval and execution of standard HPFSC documentation. Rates and terms are based on customer's credit rating, offering types, services and/or equipment type and options. Not all customers may qualify. Not all services or offers are available in all countries. Other restrictions may apply. HPFSC reserves the right to change or cancel this program at any time without notice.

