

## Case study

# Erste Group Bank AG moves from desktops to notebooks



Employees at the company's new headquarters will soon be embracing mobile computing equipment from HP

**Industry**  
Banking

### Objective

Convert the bank's IT infrastructure, and those of the subsidiaries that were joining it at the new Erste Campus, to a hot desking concept with notebooks replacing desktops

### Approach

Create an almost completely new workstation environment in the new building

### IT matters

- Transition from desktops to notebooks
- Converted from landline telephones to softphones

### Business matters

- Hot desking (activity based working and desk sharing) concept with a workstation-employee ratio of 0.8
- Simultaneous conversion to softphones
- Higher maintenance and initial purchasing costs of notebooks are mitigated by having fewer devices overall (reduction in the number of duplicates)



**“It wasn't just the price that led us to choose HP, it was also the low weight, size and usability of the notebooks and ultrabooks they offered us.”**

– Wolfgang Öhlinger, Head of Department Social Workplace Basis Services & Solutions, s IT Solutions Austria, Erste Group's Austrian IT subsidiary



### **Integrated IT and telephony systems for greater flexibility**

Erste Group decided to convert to mobile computing as part of its move to its new Austrian headquarters. The company chose HP due to the price and usability of its devices.



## Challenge

### **Converting the bank's IT workstations as part of its move to a new headquarters**

Erste Bank Oesterreich was founded in 1819 as the Erste Österreichische Spar-Casse. Today, it is a full subsidiary of Erste Group. The institution is the leading financial services provider in the eastern European Union. It employs 44,000 people across 2,800 branches in seven countries – Croatia, Austria, Romania, Serbia, Slovakia, the Czech Republic and Hungary – and has approximately 16.2 million customers.

The bank's headquarters in the Austrian capital, moved to a smart, new, modern building – the 'Erste Campus' in early 2016. Designed by architects Henke and Schreieck, the building has a gross above ground floor area of some 117,000 square metres. One of the listed Austrian bank's closest neighbours in the 'Quartier Belvedere' will be the city's new central train station. The 25 hectare area in Vienna's 10th District was previously the site of the now demolished Südbahnhof station. Approximately 4,500 employees of Erste Group, Erste Bank Oesterreich and the company's Vienna based subsidiaries moved into their new offices at the beginning of 2016.

This means an enormous change. It is the first time that the financial service provider's employees have shared a roof with those of the majority of its Austrian subsidiaries. So employees who had previously had to commute long distances between different sites across the city will no longer have to do so.

But it is not just the location of the company's headquarters that have changed. It has also converted its workstation environment in order to introduce a new activity based working concept. This means that employees in the new building are no longer assigned a fixed workstation at a fixed desk. Instead, they are provided with notebooks and are able to choose a desk with the facilities they need in any office in the building when they arrive each morning.

Desks are no longer set up for personal use as they had been before, staff no longer have the option to store documents and other property at their workstations. Instead, they will be expected to adhere to a Clean Desk Policy.



## Solution

### Converting from desktops to notebooks

The new workstation concept introduced as part of the move will benefit Erste Group in a number of different ways. Firstly, it requires only 80 per cent of the monitor space of its previous concept with fixed, assigned desks. The additional temporary working options and home office concepts it offers will also enable the company to introduce a “My office is where I am” principle, and it will make it much easier to provide a consistent IT environment for the employees of the company’s subsidiaries that will be moving into the new headquarters.

The employees themselves will gain additional mobility and flexibility, particularly due to the fact that the telephone and IT systems will now be integrated. In future, their colleagues and clients will be able to contact them by phone wherever they are, whether they are in the building or not. They will also be able to access all of the information they need whilst on business trips – keeping their office in their briefcase, so to speak.

However, this conversion to mobile computing will not necessarily make the IT infrastructure any cheaper. Both the leasing charges and support will be more expensive. “The high quality of the equipment offered was the decisive factor that HP has been awarded the contract,” explains Wolfgang Öhlinger, Head of Department Social Workplace Basis Services & Solutions, s IT Solutions Austria. This largely balances out the higher costs for the individual devices.

The bank has invested in 3,000 notebooks from HP for its employees, including the HP EliteBook, 850, 820 and 1040 Ultrabook. Although Erste Group and HP had had a good business relationship for many years, it was by no means guaranteed that HP would be awarded the contract. Öhlinger stresses that the tender process was completely open.

“We have never had such a free choice of products as we did this time,” he says. The reason for this is obvious. When a company wants to bring new devices into its existing environment, there are a lot of different restrictions that need to be taken into account. The devices it sources have to be compatible with the systems and equipment that are already in place. This time, however, the company was building a new IT landscape from the ground up. This also provided another benefit. As the entire IT landscape was being put out for tender, the company was able to negotiate better prices due to the large volume of devices it was ordering.

## Customer solution at a glance

### Software

- 2,750 notebooks (HP EliteBook 850, 820) and Care Packs
- 220 HP EliteBook 1040 Ultrabooks and Care Packs
- 250 Desktops
- 4,000 Headsets
- 3,000 Bags and backpacks

### HP Services

- HP Notebook support

## Benefits

### Cost effective devices with excellent usability

Due to the high volume of devices required, many hardware suppliers were interested in the project, including some of HP's biggest competitors. However, Öhlinger explains that it was not the existing business relationship that led to the bank's decision to go with HP, it was the quality of the devices the company was offering. One of the other contributing factors was, of course, price.

One of the key benefits of the devices HP suggested was the form factor: the notebooks and ultrabooks were much lighter than those offered by the other companies competing in the tender. Plus, the layout of the keyboards on the HP notebooks were almost identical to that of the desktops Erste Bank's employees had been using previously.

Some of the additional features of the new devices also make it easier to provide support for the bank's IT systems. For example, the HP devices come with extra switches for turning on the speaker and connecting to the wireless local area network (WLAN), with LED indicators. These make it easy to see at a glance whether the features are switched on or off. So if an employee calls the support line and complains that their internet connection is not working, for example, the technician can easily establish whether they have actually activated the WLAN or Bluetooth® connection on the device.

One of the biggest changes for Erste Group's employees will be the conversion from fixed landline telephones at their desks to a computer based telephone system with special Bluetooth or USB headsets. This will take some getting used to, but will provide a huge advantage for the employees: "You always have your phone with you, even if you're on the go. This makes mobile working much easier," says Öhlinger. He himself works with just a notebook, carrying his office around with him.

However, Öhlinger chose to stay with desktops for the group's dealing room, where market transactions are carried out. This is due to the higher processing speeds with access via clients. However, the bank still chose to use HP devices here as their compact size means that more devices can fit on each rack.

Learn more at [hp.com/elite](http://hp.com/elite)

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4AA6-3764EEW, September 2016

