



Twynstra Gudde goes for style and performance

HP Elite laptops create the right image for Dutch management consultancy

Industry

Management consultancy

Objective

Replace end-of-life laptop fleet

Approach

Issued a Request for Proposal (RFP) to four suppliers; tested selected machines and involved staff in the final decision

IT matters

- Deliver impressive performance powered by 6th Generation Intel® Core™ processors
- Feature speedy Solid State Drives (SSD) and secure data encryption
- Provide ruggedness in line with military standards

Business matters

- Increase productivity and improve customer service due to faster boot-up and better performance
- Create the 'state-of-the-art' image that the company requires
- Efficient deployment processes



“Our staff are pleased to be working with the new HP Elite laptops. There is no more waiting for the machines to boot-up which means more time spent on our clients and our people have the feeling that they are using ‘state-of-the-art’ equipment again.”

– Ruud Zoutenbier, ICT co-ordinator, Twynstra Gudde

Twynstra Gudde

Leading aesthetics

When Dutch management consultancy Twynstra Gudde needed to replace its fleet of 260 laptops it turned away from the vendor it had used for over 15 years and chose three stylish and powerful models from the HP Elite range. Now, productivity has increased and the company is projecting a state-of-the-art image.



Challenge

Time for new fleet

Twynstra Gudde is an independent firm of management consultants based in the Netherlands. With a history of more than 50 years, it now has some 250 consultants and managers who are all experts in their own fields and since most of them have a share in the firm, they're committed to its success.

Project and programme management, change management, organisational design and collaboration are the four core competencies that underpin Twynstra Gudde's offering. It serves the business community and the public sector. One of its specialist sectors is water governance where it has a long history of making solutions work by bridging the gaps between engineers, academics, decision makers and the public.

To ensure that its consultants and managers are always at the forefront of developments, the company enables them to work in a stimulating and creative atmosphere, not only by providing energising work spaces but also by delivering the latest technology.

So, it's no surprise that when the company's old laptop fleet was four years old the staff had become dissatisfied with the brand, considering them slow and heavy. Although it had dealt with the existing vendor for over 15 years, Twynstra Gudde decided it was time for a change – and it was to be a big bang change that would see the replacement of the whole fleet.

"We always take the big bang approach," says Ruud Zoutenbier, ICT co-ordinator with Twynstra Gudde. "In the early years we bought new machines as and when replacements were needed. But that meant we had a lot of different machines so we could not use just one image. Standardising the fleet means that one image works and it gives us less to do on maintenance."

The aim was to find a new vendor who could provide machines that were sleek in appearance and could deliver a powerful performance.



Solution

Stylish, rugged and powerful

Twynstra Gudde issued a Request for Proposal (RFP) to four major vendors and HP responded along with its partner ARP Nederland. The RFP paid particular attention to how each vendor would load the computers with the company's desktop image and how they would manage delivery to all staff. After the quotations and delivery methods were checked it was decided ARP would be used because of its technical knowledge and ability for quick delivery.

HP and ARP held many meetings with Twynstra Gudde spanning more than a year and provided test units from the HP Elite range of laptops. These were thoroughly tested and staff were also included in the decision process. Three models, the HP EliteBook 1040 G3, HP EliteBook 850 G3 and HP Spectre Pro x360 were set up in the company's canteen where staff could evaluate them. The HP EliteBook 1040 was chosen by 130 employees, with 100 opting for the HP Spectre Pro x360 and 27 for the HP EliteBook 850. Twynstra Gudde decided to leave the supplier it had used for over 15 years and move to HP.

The company purchased 27 x HP EliteBook 850, 130 x HP EliteBook 1040 and 110 x HP Spectre Pro x360, which are spread through each department. Eighty per cent of the machines are used 'on the road' and 20% are occasionally taken home by staff. The predominant applications are Microsoft® Office 365 with Word, Excel, PowerPoint and Outlook. The laptops are used with Trend Micro anti-virus software and are backed by HP Service Care Pack support.

This is provided through a close partnership with HP and its partner ARP Nederland who work together to overcome any issues.

One of these concerned the Next Business Day On-Site service which undertakes to resolve any problems on the next business day. This could not be fulfilled due to stock issues so HP and ARP purchased extra stock units which could be on hand to replace broken machines.

"There were two main reasons why we went with the HP Elite products," says Zoutenbier. "One was the appearance of the machines and the other was more psychological. After four years people were very dissatisfied with their old laptops and would not have been happy if we had chosen from that vendor again."

Efficient deployment was important and this was carried out by IT service provider SiSo who used a team of five on-site to personalise each machine and connect it to the network. Once the laptops were loaded with the default Microsoft Office 365 image and virus scanner. Twynstra Gudde delivered them to the staff and the whole deployment was achieved in one week.

The HP Spectre Pro x360 has been described as 'the world's thinnest and sexiest laptop'. This precision-crafted machine offers the benefit of flexible 360-degree hinge movement and four operating modes. It also enjoys fast performance thanks to powerful 6th Generation Intel® Core™ dual processors and optional vPro technology with Windows® 10 Pro. It features 8GB RAM and is fitted with 256 GB SATA Solid State Drives (SSD). However, the sleek design of the HP Spectre Pro is not achieved at the expense of ruggedness.

Customer solution at a glance

Hardware

- HP EliteBook 1040 G3
- HP Spectre Pro x360
- HP EliteBook 850 G3

It is designed to the MIL-STD-810 standards used by the US military to test conditions and environments that equipment can withstand during service life.

The HP EliteBook 1040 G3 notebook computer is also thin, elegant and durable, featuring an HP Premium Keyboard, and a strong all metal diamond cut design that has also passed MIL-STD 810 testing. It comes with Windows 7 Professional 64 (available through downgrade rights from Windows 10 Pro 64), Intel Core i7 processor, 16 GB memory; secure 256 GB Self-Encrypting Drive (SED) storage, 14" QHD UWVA display and Intel HD Graphics 520.

Described as a 'portable powerhouse', the HP EliteBook 850 combines high performance technology and long battery life with Windows 10 Pro, 6th Generation Intel Core processors and a PCIe Gen3 SSD. Drive performance with DDR4 memory technology and dual storage options that provide fast and easy access to demanding business applications and fast access to data.

"We get a lot of compliments from our clients. I get many questions regarding the HP machines; where I bought them and how they were distributed."

—Ruud Zoutenbier, ICT co-ordinator,
Twynstra Gudde

Benefits

Increased productivity and the right image

"I have never had so many compliments regarding the new machines," says Zoutenbier. "Before we had very slow machines which took a long time for imaging. Now the machines are very fast due to the built-in SSD hard drives and the use of Bitlocker for encryption.

"We are also very pleased with the appearance and weight. At first we had about 80 people who wanted to choose the Bring Your Own Device (BYOD) option with the Apple MacBook® but after we showed the HP machines there were only five left. According to our staff, performance is good and has increased their productivity. They are very pleased with how quickly the machines boot-up. Screen resolution is also good and is particularly great with the HP Spectre x360."

Twynstra Gudde staff are pleased with the regular feel of the laptop keyboards and their built-in security is another plus. They also like the long battery life and the ruggedness of the machines. As Zoutenbier concludes: "HP laptops like the x360 look fragile – but the reality is they are extremely robust."

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