

## Case study

# WiZink invests in new technology for a new way of working



HP EliteBooks allow bank staff to enjoy the advantages of mobility and collaboration

**Industry**  
Finance

**Objective**  
Standardise and modernise equipment around a flexible and collaborative workspace model

**Approach**  
HP supplies equipment and services throughout the life of devices as part of a full turnkey project

**IT matters**

- Supports transition from desktops to mobility
- Delivers full management throughout the equipment lifecycle

**Business matters**

- Guarantees service continuity with fast, straightforward migration
- Improves staff satisfaction and productivity
- Changes from an investment model to a consumption model



**“The HP/HPFS contract brings great benefits. It means we can enjoy technology that is always up-to-date. The bank’s staff are extremely satisfied with the new workstations and productivity has increased.”**

– David Guijarro, IT manager for Infrastructure and Architecture, WiZink



## HP provides mobility and collaboration

WiZink is a Spanish bank that specialises in credit cards and simple savings solutions. Its philosophy is to be a simple, practical, direct, positive and approachable bank. When it moved to new premises, the choice of HP workstations enabled it to create a working environment that reflects its new culture.



## Challenge

### Flexible workspace

Spain's WiZink was established in June 2016, specialising in credit cards and simple savings solutions to meet the everyday needs of its customers. It is a direct bank without branches and complements customers' main banks where they have their other banking services. WiZink is a practical bank that communicates in a direct and easily understandable way and is simple and approachable when it comes to the credit and savings needs of its customers.

WiZink (formerly Bancopopular-e) seeks to offer a new service that differs from traditional banking. Following the acquisition of Barclaycard, the Barclays' credit card division in Spain and Portugal, the bank had a customer portfolio of over three million and managed credit card balances of over €3.1 billion.

The philosophy of the new venture is to be a simple, practical, direct, positive and approachable bank. WiZink required a disruptive working environment to fit the personality of its new brand, values and culture. It took advantage of the opportunity created by moving offices to design a flexible and collaborative workspace without allocated desks and with cutting-edge technology - an environment where mobility is a fundamental principle and stimulates innovation.

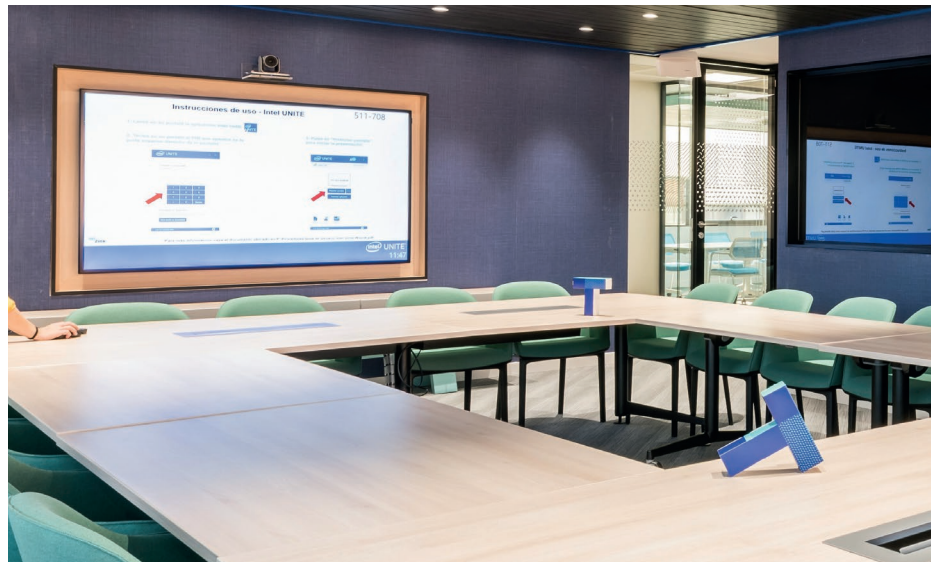
"We started with the premise that staff would not have specific desks and the office would be a dynamic, flexible and collaborative workspace," explains David Guijarro, IT manager for Infrastructure and Architecture at WiZink. During the implementation of the project, we also introduced the concept of the paperless office with document digitisation and touch devices used to make presentations and note-taking directly on the screen."

## Solution

### Mobility and collaboration

With the concept of the office move clear, the company began to analyse different solutions on the market and launched a tender for its existing suppliers. This was won by HP and HP Financial Services (HPFS) with its full turnkey project, bringing together finance and technology in a single package.

"We wanted to standardise and modernise our equipment while responding to this new way of working," explains Guijarro. "We did a full assessment, encompassing everything from the functionality of equipment through to interfaces, battery life, keyboard ergonomics, weight, performance and finance. We were looking for the best quality at the lowest possible price."



“The equipment had to be easily transportable and lightweight, as well as robust and durable. Business equipment can’t just break and leave staff sitting doing nothing. Taking all these factors into account, HP was the most comprehensive and balanced solution that best met our needs.

“We also wanted the devices to have a USB-C port to make connecting to the workstation as simple as possible. Weighing up all these criteria, the model that best fitted the philosophy of the new workstation we were implementing was the HP Elite x2 1012 2-in-1 laptop.”

The contract between WiZink and HP/HPFS runs for three years and is renewable. It includes both the supply of equipment and all the services required throughout its lifecycle, from set-up and personalisation through to maintenance and decommissioning.

“The HP/HPFS contract brings great benefits. It means we can enjoy technology that is always up-to-date,” remarks Guijarro.

## Benefits

### Comprehensive and flexible project

“HP also helped us transfer everything from our old office to the new premises. The installation and wiring of devices like terminals and fixed keyboards at the new office were all done by HP, as well as decommissioning at the previous site and the recycling of old equipment.”

“Transferring 650 staff from our offices in Madrid quickly and efficiently required a lot of work and HP was there to help. The preparation and set-up of the devices with the company’s custom configuration (applications and corporate image) was also done by HP. The PCs are 90% ready when we receive them. All we have to do is to encrypt the equipment and give it to employees when they join the team.”

All the bank’s staff have the same devices, with the same features. Everyone has access to the same mobility applications with built-in unified communications solutions that allow them to work from anywhere in the office, as well as remotely, which helps facilitate work-life balance.

“The bank’s staff are extremely satisfied with the new workstations and productivity has increased,” remarks Guijarro. “We have seen significant cost savings from the outset. The fact that we have a single supplier covering the full product lifecycle is extremely convenient and much more cost-effective. What’s more, all the costs and extra work associated with mobility have gone.”

## Customer at a glance

### Hardware

- HP Elite x2 1012
- HP Elite Slice
- HP Z24n Full HD IPS Display

### HP services

- HP Financial Services
- Configuration services
- Rollout and rollback
- HP Lifecycle

“The HP/HPFS contract gives us the agility, flexibility and reactive capacity to adapt to the changing needs of our work on the fly.”

Together with the HP Elite x2 1012 devices, WiZink has also deployed HP Z24n Full HD IPS Displays throughout its offices. With their 1920x1200 resolution, two million pixels, IPS LED backlit technology and low energy consumption, the devices ensure a highly satisfactory visual experience. “The HP Z24n is economic, ergonomic, comfortable, height-adjustable and meets occupational risk prevention standards,” adds Guijarro.

“The bank’s staff are extremely satisfied with the new workstations and productivity has increased.”

– David Guijarro, IT manager for Infrastructure and Architecture, WiZink

With over 40 meeting rooms and spaces at its head office in Madrid, WiZink has opted for HP Elite Slice devices. “We wanted a simple, modern solution with an innovative design. We liked HP Elite Slice as soon as we saw it. We realised that it was the perfect solution for the futuristic office we envisaged,” explains Guijarro.

“HP Elite Slice, with Intel® Unite™ software and integration with Exchange and Skype for Business, provides a complete presentation and room management system with secure Wi-Fi access for customers. It’s also extremely easy to use, allowing dynamic meetings and facilitating collaboration,” adds Guijarro.

“HP/HPFS has shown itself to be fully flexible and has had an excellent response time throughout the project. Everything has seemed so easy,” remarks Guijarro. “We are extremely satisfied and will continue adding to our HP services.”

Learn more at  
[hp.com/go/elitex2](http://hp.com/go/elitex2)

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



Share with colleagues

© 2017 HP Development Company, L.P. The information contained in this document is subject to change without prior notice. The guarantees of HP products and services are described in the guarantee declarations that accompany the products and services. No claims made in this document should be taken as an additional guarantee. HP accepts no responsibility for technical or publishing errors or omissions in this document.

Intel Unite is a trademark of Intel Corporation in the U.S. and other countries.

4AA6-9584EEE, May 2017

