

JTI Italia creates a true digital workplace



HP mobile devices make secure mobile working possible for employees and external agents

Industry

Tobacco industry

Objective

Offer both staff and external mobile sales agents full mobility and security with a view to establishing a true digital workplace

Approach

Completely replaced the fleet of machines, opting for new ultralight notebooks for employees based in Milan and Rome offices, and powerful convertible devices for external agents

IT matters

- Improved management thanks to a single supplier and a single standard
- Simpler maintenance and remote updates
- Enhanced data and access security

Business matters

- Greater mobility and operational flexibility for users thanks to smart working
- Option to also use Windows® 10 in tablet mode
- Enhanced operational efficiency for external mobile sales agents



“We chose HP because it is a global partner offering state-of-the-art technology solutions which also submitted the best proposal in terms of price and efficiency.”

– Emilio Saenz, CIO, JTI Italia



Mobility and security for true smart working

As part of its global digital workplace project, JTI Italia decided to replace its entire fleet of machines in order to achieve mobility and security targets. The company opted for HP EliteBook 1040 notebooks for staff and HP Elite x2 1012 convertible devices for mobile external agents, providing flexibility and security.



Challenge

The search for true mobility

The JTI Group is a global cigarette manufacturer and distributor; the group's most established brands include Winston and Camel. With over 40,000 employees, the group sells its products in 120 countries. JTI Italia is the group's Italian division, with offices in Milan and Rome. The division employs approximately 122 employees and 185 external sales agents.

JTI Italia embarked on a global project designed to establish a true digital workplace for the company's employees and external mobile sales agents. As a company that had always been aware of the advantages offered by technology, it decided to replace the fleet of machines used by approximately 122 employees and managers in the Milan and Rome offices, as well as around 185 external sales agents.

"The portable devices that we used previously," explains Emilio Saenz, CIO of JTI Italia, "were outdated and didn't deliver a satisfactory experience in terms of flexibility or security. With regards to operational efficiency, technology is an extremely significant enabling factor for us, so we routinely replace the entire fleet of machines used by our employees and sales agents every three years."

The company's existing inventory included PCs and tablets from a variety of brands, running the now dated Windows® 7 and offering inadequate security features. This situation was hardly conducive to the group's vision of achieving full smart working for all its employees.

As a result, in early 2017, the company began to analyse the solutions available on the market in order to find the perfect combination of flexibility, efficiency and security.

"Our users in the field," continues Saenz, "already had access to mobile working, but in order to achieve the targets set by the group in the long term, we wanted to take an important step: to ensure that everyone had full flexibility and total security so they could effectively use office automation and individual productivity tools, management and collaboration applications."

Solution

Early support from users

JTI Italia soon came to the conclusion that the HP proposal best suited the organisation's requirements. "Firstly, we were looking for a global partner that could work with the whole group at an international level, but was also capable of providing nationwide assistance with the deployment of devices across the country. Secondly, we were looking for a reliable and secure product that was efficient, lightweight and aesthetically pleasing. HP helped us find exactly what we were looking for, along with a competitive price in line with the budget we had for this project," explains Saenz.



A true tablet

The final choice consisted of the HP EliteBook 1040 G3 and G4 notebooks with various configurations, which were allocated to more than 122 employees based in the Milan and Rome offices, as well as area managers. The convertible HP Elite x2 1012 G2 devices were allocated to approximately 185 mobile sales agents.

The CIO and his team decided to use the machine replacement process as an opportunity to switch to Windows 10, ensuring enhanced security and offering tablet-users the full touch screen experience.

All of the devices were prepared and configured by HP and delivered directly to users across Italy. However, once fully implemented, the responsibility for maintenance and support reverted back to JTI Italia's IT department.

It wasn't long before the company received feedback from users: "We created a video showing feedback from employees and agents to assess their level of satisfaction with the new machines. The comments were overwhelmingly positive on all fronts. The most enthusiastic responses came from our mobile workers, since they now benefit from all the advantages offered by lightweight, flexible tablets that are as powerful as PCs," explains Saenz.

The aim of offering full mobility and total security has therefore been achieved: "As far as security is concerned, we have provided our users with training and have implemented all of the features offered by the HP devices: biometric authentication (fingerprints and, in some cases, facial recognition), data encryption and privacy protection with HP Sure View. In terms of productivity, the new machines are able to support tools such as Skype for Business, OneDrive and Microsoft® Office with ease. They can also be integrated with the company's other hardware and software IT platforms in order to speed up processes and reduce waste, for example, remote smart printing," continues Saenz.

Benefits

More flexibility, less support

From an IT perspective, having a single supplier for all of the client platforms certainly represents a major advantage in terms of management and support, both for relationships as well as standardising processes. "After the initial phase of the digital workplace project ended in February 2018, the number of calls to our support line reduced dramatically, whilst productivity has significantly increased both in the offices and remotely. More generally, we can safely say that our aims in terms of mobility and security have been fully achieved thanks to HP solutions," says Saenz.

Customer at a glance

Hardware

- HP Elite x2 1012 G2
- HP EliteBook 1040

Software

- HP Sure View

Lightweight, powerful, secure and connected (equipped with LTE connectivity), the HP notebooks and convertible devices have allowed JTI Italia to fully and satisfactorily achieve the level of mobility that its previous tools were only partially capable of offering, due to the limitations of both the hardware and the operating system.

“The user feedback regarding the new devices has been excellent: the flexibility, speed and aesthetic impact of the notebooks and tablets has proved popular with everyone.”

– Emilio Saenz, CIO, JTI Italia

The biggest difference is in the devices used by the external sales agents, for example, the HP Elite x2 1012 is also supplied with a protective impact-resistant case to prevent any damage likely to occur during “on-the-road” use. The flexibility of the convertible devices also allows users to work without limitations in points of sale, in exactly the same way as if they were using a latest-generation tablet with full Windows 10 functionality, as well as at home, by using the keyboard and taking advantage of computing power and connectivity similar to that of a PC.

The future lies in collaboration

“Now that all of our employees are equipped with a tool that enables them to access smart working, the next step is to ensure that they also have access to all of the latest collaborative tools. This will allow us to increase productivity again and further facilitate the activities of mobile workers who operate flexibly throughout Italy,” concludes Saenz.

Learn more at
hp.com/go/elitex2

Sign up for updates
hp.com/go/getupdated



Share with colleagues

© Copyright 2018 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.

Microsoft and Windows are either registered trademarks or trademarks of Microsoft Corporation in the United States and/or other countries.

4AA7-2545EEE, May 2018

