

Bechtle delivers premier experience with services

Lifecycle management tools incorporating HP analytics platform proactively monitor devices across 11 European countries



INDUSTRY:
IT Services



REGION:
Western Europe

Objectives

- Provide end-to-end solution that grows with the customer
- Customize a Device as a Service model to meet customer needs

Approach

- Bechtle Device as a Service: subscription for computing including hardware and end-to-end IT services
- Scalable model
- Effective management of customer fleets

Business Outcomes

- A predictable subscription model that delivers cost certainty and addresses sustainability concerns
- Simplifies visibility and proactively manages customer fleets
- Easy to onboard new customers





Device as a Service
drives cost predictability



Lifecycle management
reduces operational waste
and carbon footprint



Next-day like-for-like
replacement service



Extends product lifecycle

Objectives

Redefining the IT service provider role

Bechtle is a German IT service provider now operating on a global scale. It is an HP reseller partner with more than 70,000 customers across 14 European countries. Bechtle works within industries covering enterprise and public sector markets to dynamic start-up companies.

“Bechtle is changing,” says Rob van den Boomen, Senior Account Manager Healthcare, Bechtle direct Netherlands. “The traditional reseller is rapidly required to become a trusted advisor, a strategic partner. Bechtle is now a managed IT business consultant.”

Healthcare represents a significant portion of Bechtle’s customer base. IT leaders in healthcare recognize the need to accelerate digital transformation, empowering teams through mobility, data sharing and a consumer-grade user experience. Healthcare managers understand this is not a task they want to manage alone.

“They need their IT teams to support the core business,” says van den Boomen. “Healthcare environments tend to be busy environments. There is always a lot going on, they are not in the business of managing IT logistics.”

Bechtle wanted to create a subscription model for IT hardware, particularly focused on laptops, desktops and accessories. By establishing an end-to-end service, from onboarding to daily support to end-of-life recycling, Bechtle helps customers reduce deployment times and improve the user experience. A predictable subscription model delivers cost certainty and addresses sustainability concerns.

“Sustainability is a growing issue for customers. They recognize the impact their supply chain can make, and that a more intelligent and managed approach to the delivery, disposal or reuse of IT hardware can create a significant difference,” van den Boomen explains.

Bechtle offers its Replay Services and handles the complete legacy IT trade-in process, from collecting IT assets, performing diagnostics and grading, to certified data wiping or destruction and repair that assists with GDPR requirements. The customer can re-invest its residual value in the DaaS solution.



“Input and expertise from HP helps us refine our Bechtle DaaS offering to best serve our customers.”

Rob van den Boomen,
Senior Account Manager Healthcare, Bechtle direct Netherlands



Bechtle

“By having HP Proactive Insights integrated into our services we can maintain high levels of employee productivity for our customers.”

Rob van den Boomen
Senior Account
Manager Healthcare
Bechtle direct Netherlands

2,230

devices currently
under management¹

11

customers monitored
via one multi-tenant
dashboard¹

11

countries¹

Approach

Creating role-based Device as a Service

Bechtle's collaboration with HP enables the creation of a customized Bechtle Device as a Service (DaaS) model. Based on the needs of its customers, Bechtle outlines three user profiles - office worker, hybrid worker and 'road warrior' - and each is equipped with the appropriate hardware and accessories.

The service Bechtle provides is an end-to-end solution. Bechtle works with HP to manage the device fulfillment via its European warehouses. There is a next-day, like-for-like replacement service, along with proactive device management that incorporates HP Proactive Insights leveraging the HP TechPulse platform, which provides device health analytics. The HP ServiceNow plug-in module delivered through HP Services, helps Bechtle integrate HP TechPulse into its own ServiceNow-based ITSM platform.

“HP is an integral part of the development of our Bechtle DaaS offering,” says van den Boomen. “By having HP Proactive Insights integrated into our services we can maintain high levels of employee productivity for our customers. We can be proactive in the way we service customers, swapping out a device as soon as we see data that serves as an alert.”

The engagement involves expertise from HP on process, automation and onboarding. “For all new services, there is the reality of what is achievable early on. Input and expertise from HP helps us refine our Bechtle DaaS offering to best serve our customers,” says van den Boomen.

Business Outcomes

Supporting a flexible approach to employee workstyle

The customized Bechtle DaaS also helps develop growth opportunities, and van den Boomen says its services offering could not have been timed better. The pandemic has accelerated a move to remote working, and it is critical for employees to have the right hardware and support to function productively at home.

“We can take care of everything,” he says. “It is more and more difficult for IT teams to travel to onboard or support colleagues. Bechtle DaaS helps eliminate this.” With zero-touch provisioning, users are online within 20 minutes with access to all applications. When available, bulk packaging can help limit deliveries and waste.



Solution at a glance

HP Services

ServiceNow plug-in

Proactive Insights powered by HP TechPulse

Amplify HP Partner program

- Power Services

- Planet Partners recycling



HP Amplify Power Services is designated for partners that offer qualified services and delivery capabilities and aim to satisfy their end customer with the highest level of service. Together, HP and Bechtle provide richer customer outcomes.

Reporting also provides transparency around costs and SLAs.

“The integration between ServiceNow and HP TechPulse means we have a direct connection to the end-user devices,” he says. “We have advanced notice of whether a specific part may be vulnerable in the future and can address it before it can impact productivity. Productive workers protect costs.”

Customer feedback has been extremely positive. Entrea lindenhout is a youth care institution in the Netherlands, and one of Bechtle’s first DaaS customers. Maarten Follender Grossfeld, entrea lindenhout’s ICT service manager, says the engagement delivers cost and support certainty: “With Bechtle DaaS, we know exactly what we pay per workstation every month and we no longer have to worry about device repair or replacement. Any alerts go to Bechtle and they take care of the rest. This is a big advantage for us because it takes away a lot of management hassle.”

Van den Boomen says the HP TechPulse multitenant dashboard simplifies visibility for effective management and creates the scalability to onboard new customers. “HP Proactive Insights gives the ability to create reports and spot trends in a way that becomes powerful.” It remains critical for IT leaders to prioritize their focus. “Our Bechtle DaaS offering works to reduce that IT burden and make it easier for customers.”

Learn more at hp.com/hp-services

Learn about the [Amplify HP Partner Program](#)

Learn about [Bechtle](#)

HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

¹As of November 2021.

© Copyright 2022 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.

4AA8-0891ENW, August 2022, Rev. 2