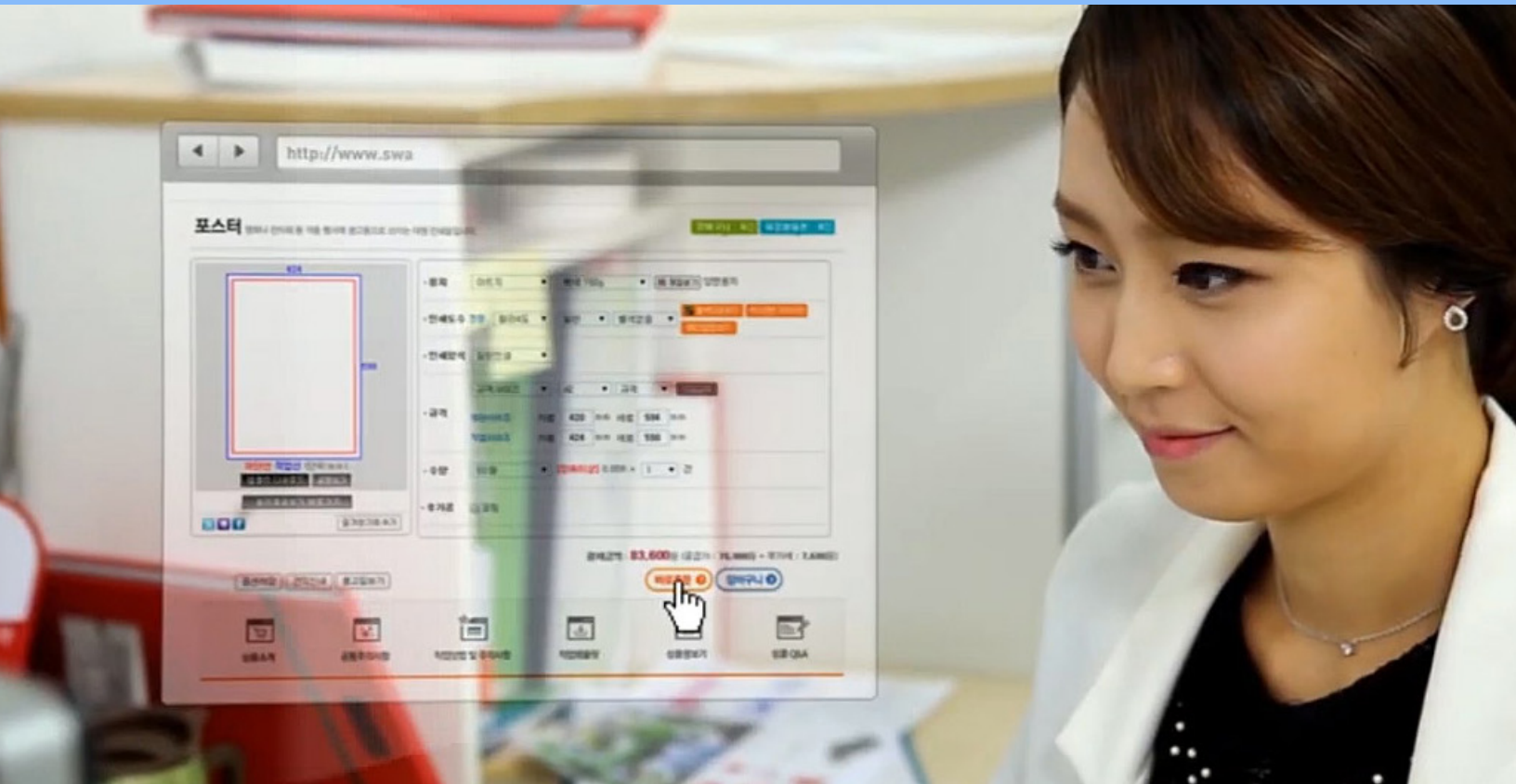


Empowering a Leading Korean Printing Service to Build a Better Hybrid Working Environment

How Sungwon Adpia pivoted to remote work safely and productively using HP Anyware



Sungwon Adpia is a leading web-to-print business in South Korea, providing a range of innovative printing services to customers, including business cards, flyers, pamphlets, books, catalogues, shirts, cups, and large-format printing. Headquartered in Seoul, the now 18-year-old company has five locations across the city with a hybrid workforce of 331 employees. Sungwon Adpia is dedicated to using sustainable printing products and manufacturing tools as well as ensuring their workforce is flexible, secure and productive wherever they work from.



INDUSTRY:
Manufacturing



COUNTRY:
South Korea

“I chose HP Anyware for Sungwon Adpia because I had a good experience using the software in my previous company and I realized many overseas VFX companies are using the solution for their remote workforce,”

Mr. Kang, IT Administrator, Sungwon Adpia



Top Korean printing company

Established

18 years ago

331 employees

across 5 branches

Objectives

- Improve security for hybrid and remote employees
- Reuse old devices without impacting performance

Approach

- Shift to cloud computing so employees can work from anywhere
- Equip employees with HP Anyware licenses with plans to expand

Business Outcomes

- Reduced cost of equipment with a mix of virtual and physical workstations
- Servers require fewer upgrades leading to lower overhead costs
- Concrete shift from physical work environment to remote workforce



“There are many benefits to using HP Anyware. One is cost reduction migrating workflows to the cloud, and the other is employees can work no matter where they are and which clients they are working with,”

Mr. Kang, IT Administrator, Sungwon Adpia



Software

- HP Anyware

Hardware

- PCoIP Zero Clients

Objectives

Being sustainable with devices and managing security

As with many companies, Sungwon Adpia pivoted to remote working due to the pandemic. But there were a few issues that the organization faced as employees worked away from the office.

Cybersecurity has been a challenge for many companies in remote and hybrid workflows, and this was also the case for Sungwon Adpia. Virtual Private Networks (VPNs) aren't as reliable at keeping out brute force attacks. The many checks required for employees to work securely are also difficult to maintain—most employees aren't as aware of potential threats as IT teams. Local systems are more vulnerable to security threats, especially if the employee is using personal devices to access business data. Additionally, Sungwon Adpia was particularly concerned about vulnerabilities that arose from employees using USB devices to share or transfer printing files since USBs can be easily compromised.

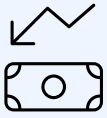
Since Sungwon Adpia has set itself sustainability goals, the company was also looking for ways to reuse existing endpoint devices without compromising performance. The older devices get, the slower they become. This has a negative impact on employee productivity. But constantly replacing existing inventory with new devices increases the cost of business overheads and contributes significantly to electronic waste. Sungwon Adpia was looking for ways to continue their sustainability journey while also ensuring that their endpoint inventory could be efficiently maintained over longer periods of time.



Approach

Empowering employees to work where they work best

Kang said that the company made a conscious decision to shift into cloud computing instead of relying exclusively on physical workstations and on-prem data centers. This move would help Sungwon Adpia's staff be more flexible whether they worked from home, the Sungwon Adpia offices, a client's office, or anywhere else while still being able to access the company's digital workspace.



Significant reduction in business costs



Higher rates of productivity for hybrid workforce



Hybrid work model scheduled to expand

To facilitate the shift to cloud computing, employees were equipped with PCoIP Zero Clients so they could work remotely or in hybrid modes. Maintaining secure and flexible access to the cloud was the next step.

Sungwon Adpia had staff who had used HP Anyware (then called Teradici CAS) in a previous company and suggested employing the digital workspaces solution for their remote workflows. HP Anyware is based on PC-over-IP (PCoIP®) technology that has AES-256 encryption and only streams encrypted pixels from the cloud to endpoint devices. No data is ever transferred from host to client, which ensures that business data stays safe in the data center, whether it is hosted on the cloud or on-premises.

Sungwon Adpia gave 150 employees access to 120 HP Anyware licenses so they could connect to the company's digital workspace in the cloud. Before long, staff were able to work from anywhere as long as they had a network connection and the company was able to adopt remote workflows without impacting business productivity.

HP Anyware offers users low latency, even for the most graphics-intensive use cases. **“The display response time of HP Anyware has been very fast as compared to other digital workspaces solutions we tried for remote access,”** said Kang. The Sungwon Adpia staff were able to open, view and edit files at almost the same speed as when they were in the office using a physical workstation.

As a printing organization, Sungwon Adpia requires the color and text to be accurate no matter where they're working from and on what devices the materials and content are being viewed on. When remoting into the digital workspace, employees need to know that what they're seeing on the screen is exactly the same as what they're sending to the printer. HP Anyware's PCoIP protocol includes 4K/UHD throughput and builds to lossless, ensuring users experience color accuracy and text clarity when working remotely. Sungwon Adpia's staff maintained their levels of productivity as before without their performance being impacted.

Security concerns have increased immensely over the past few years especially since companies can be compromised through attacks perpetrated by the use of USB devices. Transferring files using USBs may seem convenient but they can cause data breaches and malware infections.

Instead of relying on external devices like USBs to share files, Sungwon Adpia used HP Anyware to connect to their digital workspace from anywhere. With HP Anyware's collaboration features, staff could share screens, and take over mouse and keyboard control as needed. Not only did remote collaboration improve security for the company but network traffic decreased, resulting in servers no longer being overextended.

Kang praised the benefits of using HP Anyware, saying it “is a very fast solution and there is almost no delay in working through the remote connection”.



“The HP Anyware solution will be helpful for us to grow to another level of business in the current working environment,” said Kang.

Mr. Kang,
IT Administrator, Sungwon Adpia

Business Outcomes

Enabled a flexible and secure remote workforce

By deploying HP Anyware, Sungwon Adpia was comfortably able to switch to cloud computing without business functions being negatively affected. Moving to the cloud also led to increased sustainability outcomes for Sungwon Adpia. Existing business endpoints became more long-lasting because the local systems weren't being exhausted.

Cloud computing also led to cost reductions for the business. Servers weren't getting burnt out at the same rate as before, nor did they didn't require as many costly upgrades. Additionally, Sungwon Adpia was able to reduce costs through mixed offerings to employees. Sungwon Adpia invested in physical workstations only for high performance users. The staff who were knowledge workers were offered virtual desktops that they could connect to using HP Anyware.

HP Anyware includes the Anyware Manager broker for IT to provision and maintain PCoIP connections to shared digital workspaces. Users can also switch between CPU and GPU resources to decrease the network load. With HP Anyware Sungwon Adpia were better equipped to manage high performance users while still keeping costs low.

One of the biggest benefits Sungwon Adpia found with HP Anyware was the flexibility to work from anywhere and still remain productive thanks to the software's fast display response time. **“Employees can now work from home with HP Anyware,” explained Kang. “The HP Anyware solution also creates lower network traffic for us since we don't need to transfer big files anymore. And we don't have the security concerns we used to when using USB devices.”**

Sungwon Adpia saw other advantages from using HP Anyware. Unlike many digital workspaces solutions, HP Anyware wasn't difficult to implement for the company's IT team. User training didn't take too much time of effort, either. Five minutes was all the time needed to train staff in the software.

“The HP Anyware solution will be helpful for us to grow to another level of business in the current working environment,” said Kang.

The company now has plans to grow its remote workflows by expanding the number of HP Anyware licenses for its staff across South Korea. “I have no doubt in getting support from HP as we grow the remote side of our business,” said Kang.

Learn more at hp.com/anyware

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