



Customer Case Study

Dr. Oetker Blends HP Services to Develop a Recipe for Success

Multinational food producer simplifies IT operations and boosts user satisfaction with efficient provisioning and proactive issue resolution.

Industry

Food

Country

Germany

Objectives

- Simplify IT operations with a standardized estate
- Improve efficiency and employee experience
- Free up time for IT staff to focus on higher-value priorities

Approach

- HP Device Provisioning Services eases pressure on IT department
- HP Proactive Insights identifies and resolves issues remotely

Business Outcomes

- HP Device Provisioning Services delivers significant cost-saving
- Using the telemetry insights provided by HP Workforce Experience Platform, outages are reduced and uptime of devices are boosted
- Simple repair recovery and processes improve efficiency
- Workforce experience is significantly improved
- Global user satisfaction is universally positive





An International Innovator and Leader

Dr. Oetker is a classic example of a business that built its success on the concept of making people's daily lives easier.

The business was launched by August Oetker in 1891 in a pharmacy in Bielefeld, Germany, and produced baking powder. After nearly 135 years of expansion, diversification, and innovation, Dr. Oetker is now a multinational food production and processing giant with nearly 17,000 employees in over 40 countries. Looking after the IT requirements of the worldwide Dr. Oetker companies is a demanding task. Meeting the varied needs of thousands of staff previously involved non-standard processes and a highly-varied and disparate estate of devices.

"We've always tried to please everyone. Some users wanted a 13-inch laptop, others 14-inch one or a blue 15-inch model," explains Sebastian Fingberg, Lead Architect at Dr. Oetker. "We really tried to make everything possible, but after a while that starts to catch up with you."

The broad range of devices made management and maintenance particularly difficult. Even basic tasks such as driver updates were a time-consuming challenge.

"We said 'okay, let's just set a standard desktop. What's the baseline machine that everyone can live with?' And that was the 14-inch laptop with a dock monitor," Fingberg adds. "So, we put out a tender, tested the devices and found very quickly that HP was the vendor we wanted."

For Dr. Oetker, however, this was just the start of the story. As Fingberg and his team became aware of the services HP offered, they saw an opportunity to transform their work environment.

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Sebastian Fingberg, Lead Architect, Dr. Oetker

17,000

Employees

40+

Countries of operation

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Sebastian Fingberg,
Lead Architect, Dr. Oetker

Adding the Vital Ingredient

For IT staff at Dr. Oetker, the critical priority is to make the work environment as smooth and efficient as possible, allowing staff to focus on delivering the innovations that take the business forward in a competitive market.

“We need to keep lost time as low as possible and the user experience as high as possible,” says Fingberg. “If a device fails even once, that’s already too much.”

Dr. Oetker had already tested Windows Autopilot and saw its potential to accelerate the device provisioning process. Fingberg approached HP with a view to implementing the process to fit Dr. Oetker’s requirements.

“Windows Autopilot was the first time there had been such a revolution in the whole process, and we wanted to adopt it,” Fingberg says. “The first, and perhaps the most important ingredient, is a strong partner. And we made a good choice with HP.”

The next step was to implement HP Device Provisioning Services, to give Dr. Oetker a streamlined experience that would allow devices to be delivered directly to the end user with all user account information, applications and security features already installed and enabled via the cloud.

“We ran an initial roll-out of 100 devices, effectively as a pilot program,” says Fingberg. “The devices were in the right place at the right time, with everything fully installed. We were convinced that it was the way forward.”

What started out as a drive to streamline device management quickly evolved into a wider project capable of transforming IT workplace management across Dr. Oetker. Expanding its deployment of HP services further still, Dr. Oetker adopted HP Workforce Experience Platform with the objective of optimizing its environment and minimizing downtime.



€4.26

Billion in sales in 2024

100

Devices included in first roll-out

“We wanted transparency that would allow us to deal with business-critical issues such as failing hard drives or batteries, things that cause outages for users,” Fingberg notes. He adds that Dr. Oetker had developed its own solution to acquire smart information from disks but was looking for a more comprehensive solution that included automated reporting and alerts.

“With HP Workforce Experience Platform, we’ve configured active alerts that automatically create tickets that we can then take care of so users don’t experience any downtime.”

A Zero-Touch Process

HP Device Provisioning Services and HP Workforce Experience Platform are now more important than ever before and critical tools of Dr. Oetker’s IT environment, with benefits for both end users and IT staff.

“With HP Device Provisioning Services, the device is ordered from HP, country-specific software is installed, and it all goes directly to the required location or even the user’s home,” he adds. “I neither see nor touch the device – and I don’t want to, because I now have time for more important things.”

As well as delivering significant time savings for Dr. Oetker’s IT environment, the new provisioning process is also much cheaper than the previous classic distribution.

Fingberg recalls a provisioning in South Korea where he simply requested a standard Dr. Oetker ISO to be installed on the devices with a Korean language add-on.

“We didn’t hear anything, so I contacted the office who told us that the devices had arrived the previous week and were fully working,” he says. “That was the moment I knew it really worked.”

HP Workforce Experience Platform uses cloud-based telemetry to acquire critical information from devices and resolves issues before they impact end users. Fingberg adds that its deployment now extends far beyond the original use cases of monitoring battery and disk health.

“Every night we get all ‘blue screen’ reports from all our devices so we know exactly which ones are likely to fail. We’re also actively updating device drivers through Windows updates,” he notes. “It’s giving us a great platform to enhance the workplace experience for users.”

Fingberg explains that issues such as a disk failure would previously have left the end user without a working device, potentially for days. With HP Workforce Experience Platform, Dr. Oetker’s IT team is now alerted when a disk is struggling and can issue a replacement device before it stops working, thereby eliminating downtime.



Solution at a glance

HP Services & Solutions

- HP Device Provisioning Services
- HP Workforce Experience Platform

“We are also using HP Proactive Insights to monitor CPU and RAM utilization,” he continues. “We can identify devices with high usage and replace them with more powerful models where needed. So, we’re minimizing downtime and improving the overall user experience.”

Feedback has been universally positive, in particular from local IT administrators in Dr. Oetker’s multiple countries of operation.

“They’re the ones that suffer most when issues occur unexpectedly and they have to drop everything,” Fingberg concludes. “If they can better plan and deliver their workdays then they – and we – are very, very satisfied.”

Learn more at hp.com/WorkforceSolutions

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