

» CUSTOMER SUCCESS STORY

ALOIS PÖTTINGER

TECHNOGROUP ENSURES SMOOTH IT PROCESSES
IN TEST AND PRODUCTION ENVIRONMENTS

STARTING POSITION

- + FAMILY COMPANY ESTABLISHED 1871
- + ONE OF THE MOST IMPORTANT AGRICULTURAL MACHINERY MANUFACTURERS IN EUROPE
- + SEVERAL PRODUCTION SITES AND SALES OFFICES
- + GLOBAL EXPORTS

IT

- + 40 PHYSICAL AND 50 VIRTUALISED SERVERS
- + VMWARE ENVIRONMENT
- + CITRIX XENAPP AND SAP
- + DELL, HP, IBM SYSTEMS

CHALLENGE

- + SMOOTH IT PROCESSES IN THE TEST ENVIRONMENT AND IN PRODUCTION
- + MATURE, TRANSNATIONAL IT LANDSCAPE

SOLUTION

- + SPARE PARTS WAREHOUSE WITH REFURBISHED AND NEW PARTS
- + CENTRAL HOTLINE IN THE EVENT OF FAULTS
- + FAST AND TRANSPARENT MAINTENANCE PROCESSES



ACHIEVING MORE TOGETHER:

PÖTTINGER AND TECHNOGROUP



THE STARTING POSITION

Since it was established in 1871, the Upper Austrian family company Pöttinger has developed into one of the most important agricultural machinery manufacturers in Europe. In the 2009/2010 financial year, a turnover of 182 million euros was achieved with just under 1,150 dedicated employees. 80 % of this result comes from exports via the global distribution network.

The company started with the production of mills and presses, which were later supplemented by shredders and mowers. In the following decades, the product range was extended to include hay loaders and conveyor rakes. Using its experience and its proximity to the market, Pöttinger designed its first loader wagon in the middle of the 1960s, which led to the company becoming the global market leader. This development based on market demand became one of Pöttinger's hallmarks in the years that followed.



PÖTTINGER - ONE OF THE MOST IMPORTANT AGRICULTURAL TECHNOLOGY MANUFACTURERS IN EUROPE | PÖTTINGER

THE IT

The IT environment consists of more than 40 physical and more than 50 virtualised servers in a VMware environment (with an overall trend towards a three-digit number of servers in the computer centre). On the basis of these systems, services such as Citrix XenApp and SAP, amongst others, are provided for the company. The IT landscape at the company headquarters in Grieskirchen supplies all the production sites from Austria (Grieskirchen) and Germany (Landsberg and Bernburg) to the site in Vodnany in the Czech Republic and a number of sales offices distributed throughout the world. In a mature IT structure, Dell, HP and IBM systems are used.

“This state of development is planned. We have learnt not to rely on just one manufacturer. Our task is to minimise risk and that means having a broad base,” Gerhard Wagner, Team Leader for IT and Infrastructure at Pöttinger, sums up the situation.





RESPONSIBILITY: ENABLING AGRICULTURE FOR FUTURE | PÖTTINGER

THE CHALLENGE

It goes without saying that IT has a particular significance in a technology-led company. It would be inconceivable for the MAST or the 4-poster, which simulates the service life of the products, or the tests in the climatic chamber or in the test bay to fail in the Grieskirchen Technology Centre. Not to mention the production and production control. All the IT processes are controlled from the headquarters in Grieskirchen.

“Delayed deliveries to our customers are unacceptable. If there is no production feedback, we have a problem, a major problem. And if the SAP system is not available, there are no orders. This domino effect is what we are afraid of if the processes come to a standstill. We think that we have done all we can to prevent this worst case scenario, as customer satisfaction is one of our top priorities,” Gerhard Wagner explains the situation.

THE SOLUTION

“In many respects, we feel that we get further with Technogroup than with the manufacturer”, replies Gerhard Wagner when asked about the quality of the service. Of course, the relationship between price and performance was examined thoroughly before choosing Technogroup and the attractive price-performance ratio played a decisive role in the final decision to work together. But there were also other good reasons that tipped the balance in favour of a collaboration with Technogroup. These included a professionally equipped spare parts warehouse with refurbished and new parts, which was suitable for Pöttinger’s IT landscape. The central hotline, clear processing and transparent maintenance processes, which are easy to review, were also excellent arguments for choosing Technogroup.

Another potential decisive factor is having the right chemistry for a successful partnership,

and Technogroup was also able to score points in this respect. The well-known services also impressed Pöttinger and all of Technogroup’s unique selling propositions ultimately added up to the decision to work together. Gerhard Wagner expressed this succinctly: “A good, extensive portfolio and excellent references from large companies speak in favour of Technogroup.”

TECHNOGROUP

Technogroup is the market leader for third-party maintenance (TPM) in the D/A/CH region – and Evernex is the European market leader. Technogroup is a one-stop shop for services and consulting, covering all important IT systems in data centres. Companies in differ-

ent sectors can utilise Technogroup’s comprehensive service packages to prevent faults, fix their hardware and affordably extend the service life of their IT systems. Some of the company’s additional services include IT monitoring, network services, refurbished hardware

and IMAC services. Technogroup and Evernex are the number-one provider of spare parts for all major manufacturers in Europe.

www.technogroup.com
www.evernex.com

MORE ABOUT PÖTTINGER

Zur Erweiterung und Verbesserung des ProIn order to extend and improve its product range, Pöttinger is constantly investing in research and development and in the continuous expansion of its own test centre in the Technology and Innovation Centre, which is the cornerstone of the company's quality assurance system. The organisation's Technology and Innovation Centre in Grieskirchen, Austria, is one of the largest know-how centres in Europe. This Technology and Innovation Centre is crucial for Pöttinger, as extreme conditions are simulated and the load limits of the Pöttinger products are determined here.

One of these unusual testing methods is the multi-axis shaker table, known as MAST for short. It simulates accelerations equivalent to a rocket launch and vibrations similar to an earthquake. Loads of up to 4.5 tonnes can be tested on this test stand, which is unique in the agricultural machinery sector. Another highlight of the testing technology is the

4-poster. It simulates the entire service life of each Pöttinger machine in quick motion. The advantage of this time machine is a time saving of up to 75 % in comparison with a field test. These are results that make history.

The international success of the company can be attributed to its cooperative attitude. Responding to customer needs has led to a comprehensive product range in the grassland and soil cultivation sector. This enables Pöttinger to cover different customer requirements individually and globally. The company's active innovativeness has led not only to new machines and procedural concepts, but also to global market leadership in the loader wagon segment.

Pöttinger considers proximity to the customer to also mean geographical proximity. That is why the family company is investing in the continuous expansion of its distribution and service network. This guarantees a fast supply and optimal support for the customers on

a local basis. In addition to the four international production sites in Austria (Grieskirchen), Germany (Landsberg am Lech and Bernburg) and the Czech Republic (Vodnany), Pöttinger has a large number of sales subsidiaries in Germany, France, Italy, Switzerland, Canada and Australia, as well as Poettinger US Inc., TOV Pöttinger Ukraine and Pöttinger Russia.

PÖTTINGER'S VISION

"As a family company, Pöttinger takes its responsibility to the subsequent generations and the environment very seriously. Our mission is to develop agricultural machinery that will continue to support all aspects of agriculture in the future because everyone needs agriculture. We are passionately committed to this," say the Managing Directors Heinz and Klaus Pöttinger.

<https://www.poettinger.at>

KEEP IT RUNNING

keep IT running ...
 **TECHNOGROUP**
an evernex company

www.technogroup.com



This content was produced with due care and to the best of our knowledge. It provides information about services rendered by Technogroup IT-Service GmbH. © 2020 Technogroup IT-Service GmbH