



Microsoft Partner Case Study

Bertel O. Steen & Atea



Customer Profile:

Bertel O. Steen (BOS) is one of the Nordic region's largest automotive sales, financing and service businesses with total sales of 1.74 billion EUR in 2017. Car brands imported and sold by BOS include Mercedes-Benz, Kia, Peugeot, Citroën, DS, smart®, Fuso and Setra.

Headquarters:

Lørenskog, Norway.
www.boskonsern.no



Partner Profile:

Atea is the leading provider of IT infrastructure solutions in the Nordic and Baltic region. The company has annual revenues of €3.5 billion, with more than 7,000 employees and offices in Norway, Sweden, Denmark, Finland, Lithuania, Latvia and Estonia. Atea was recognized as Microsoft's Partner of the Year for Cloud Productivity in 2016.

Headquarters:

Oslo, Norway
www.ateaglobal.com



Staying current with Microsoft 365 to create a competitive advantage.

Bertel O. Steen (BOS), one of Norway's largest automotive sales companies, believes using the latest devices with the most up to date and secure productivity software is key to success in today's market. They trust that staying up-to-date gives them a competitive advantage that helps attract employees, partners and luxury car buyers.

"If we keep track with technology that is close to the bleeding edge, it will help us provide great customer experiences and get the best employees and consultants to work with us," explains Øyvind Hirsch, Head of Digital Platforms for Bertel O. Steen.

To fulfill their commitment to using the latest technology solutions, BOS relies on Microsoft 365.

"Our main motivation is to keep user experiences ahead of the curve," said Hirsch. "It's a game changer when people working on the sales floor have the latest tools and the most exciting devices. Today, it's devices powered by the newest version of Windows 10 and Office 365 ProPlus that deliver those benefits."



The challenge: A cost-effective way to keep devices current and keep pace with upgrades and new features.

It can be difficult for a business such as BOS with a relatively small internal IT team to ensure that thousands of PCs and devices are constantly up to date. In 2012, with an installed base of nearly 2,000 PCs and devices in use, the amount of time dedicated to provisioning devices, managing updates and monitoring security settings reduced the BOS IT team's ability to focus on more strategic tasks.

"We realized we couldn't achieve our desired standard of service because we had trouble keeping up with the pace of change and upgrades," said Hirsch.

BOS wanted to ensure that they were receiving maximum value from their software licensing investments by keeping pace with upgrades and incorporating new features into their business wherever it made sense. Expanding their in-house IT team to manage the program would be expensive but working with a Microsoft partner would be a cost-effective solution.

"There's always a cost component that you never come away from. We need to stay current with upgrades, but we can save a lot of money if our partner can help us do that in a standardized way," said Hirsch.



The solution: A service model with a leading Microsoft partner.

BOS had relied on Atea, a long-time Microsoft partner and one of the Nordic region's top IT consulting firms, for data center services for more than a decade. It was natural for them to turn to Atea to create a service model that would help BOS stay current with latest Microsoft products and manage thousands of PCs and other devices.

The goal was to ensure BOS was receiving maximum value from their software licenses by keeping PCs and other devices up to date to maximize productivity, deliver the best customer experiences, and provide reliable security.

Today, Atea manages Windows 10 and Office 365 licensing, and oversees deployment, upgrades, patches and security for end-user PCs and devices across BOS's entire enterprise. Atea also provides PCs and devices, and delivers on-site support when anything needs attention.

In order to keep BOS's devices performing at an optimal level, Atea keeps them up-to-date with the latest semi-annual releases for both Windows and Office. "Atea ensures we are current with our Windows 10 and Office 365 ProPlus and follow Microsoft's recommended upgrade schedule," said Hirsch.

To provide the turnkey end-point security services that BOS desires, Atea relies on Windows Defender Advanced Threat Protection (ATP) and other built-in Microsoft 365 security tools.

"Security is obviously a concern for BOS and they trust that we are on top of it," said Ilja Godau, Director of Sales and Marketing for Atea. "They count on us to do what is needed at the client level, managing the anti-malware system and so forth, and ATP is a big part of that."



"I advise other businesses to get rid of everything that they are doing inside with clients and just let your Microsoft partner take care of it. Then you can use the time that you save for more interesting work. It's a benefit for us in our daily business to rely on devices the same way we rely on a light in a room. It just works."

— **Øyvind Hirsch, Head of Digital Platforms,**
Bertel O. Steen



The result: A successful partnership.

Atea and BOS meet twice a year to review the latest changes in Windows 10 and Office 365. This gives both parties an opportunity to take a strategic look at new opportunities and determine how BOS can best deploy new features.

Both BOS and Atea consider their service model to be highly effective. Today, the program covers more than 3,500 end-user licenses. Based on the initial success, the service contract has already been renewed for a second term.

"We work together like one company," Hirsch said. "This has taken the day to day burden of managing and operating our clients off our shoulders and allowed our IT department to focus on delivering even more value to our business units."

Hirsch explained that it was beneficial for his company to work with a partner who could ensure that everything works as expected without burdening BOS's internal IT team. "I advise other businesses to get rid of everything that they are doing inside with clients and just let your Microsoft partner take care of it. Then you can use the time that you save for more interesting work. It's a benefit for us in our daily business to rely on devices the same way we rely on a light in a room. It just works."

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