



BANG & OLUFSEN



“The most important value was the feeling of proximity and first year outcome.”

Thomas Kaaber  
Senior Manager, Corporate IT,

### Proximity providing value - now and in the future

**Bang & Olufsen are convinced that the decision to switch to Capalnstaller was correct. The processes have been optimized and the feeling of proximity provides security in daily life, where IT must not prevent any development of one of the world's strongest brands**

Bang & Olufsen's reputation is based on the development of its own unique technologies, impressive design, creative solutions, excellent quality and a strong desire to strive for perfection. That's why it is vital, that IT systems do not restrict or slow down any progress.

When the IT department at Bang & Olufsen, after 10 years of close collaboration with M-net, had to uncover the market for alternative deployment solutions, their attention was basically focussed on Microsoft SCCM.

- We did a pilot study testing SCCM, because we actually thought, that it was the obvious replacement for M-net, says Senior Manager, Corporate IT, Thomas Kaaber, continuing:

- With a focus on users, the client group and staff of the Service Desk, we had to reconsider our initial choice. SCCM simply delivers one large interface for everything, which was very confusing. Since it was not just a question of deploying Windows on our computers, SCCM would only cover 30-50% of the functionalities we had via M-net. We use the system in many other contexts. It is used as a tool in our Service Desk and to the package distribution - but it is just as important, that we are able to perform license management. If SCCM was to cover these needs, an 'add on' was required. Capalnstaller from CapaSystems actually covered all our needs with a standard solution.

B&O points out the following advantages of Capalnstaller:

- Intuitive tool
- Great overview and high functionality
- Unattended reinstallation
- Great user satisfaction and feeling of proximity
- Competent support and expert consultants



CapaSystems

CapaSystems A/S, Roskildevej 342C, DK-2630 Taastrup. Tel. 70 10 70 55. [www.capasystems.com](http://www.capasystems.com)





Founded in 1925 in Struer, Denmark, Bang & Olufsen a/s is world renowned for their distinctive range of quality audio, video and multimedia products that represent their vision: Courage to constantly question the ordinary in search of surprising, long-lasting experiences. Bang & Olufsen employs more than 2.000 staff members and had a turnover of DKK 2.762 million (ca. EUR 370 million) in the 2009/2010 financial year.

A quick look at the IT department's infrastructure explains, why B&O actually had good reasons to choose SCCM.

- Via interaction we would be able to tie things together through SCCM and in the long term there could be some good synergies. But one thing is the future opportunities, another is the current need. The most important value was the feeling of proximity and first years outcome. We needed the opportunity to deploy in a supported environment, and did not have focus on the interaction. That said, we certainly thought about the future, when we implemented CapaInstaller, since we didn't want to be locked a few years from now, Thomas Kaaber explains.

#### **THE FEELING OF PROXIMITY WAS CRUCIAL**

- We experienced a lot of positive things working with CapaSystems. The CapaInstaller User Group is a perfect opportunity to have a dialogue with other users, and the events organised by CapaSystems give a good impression of the people behind the product. CapaSystems is 'providing value' and they have a direct dialogue with the customers, says IT consultant Ulrich Haversen, who is working with CapaInstaller on a daily basis.

- Gradually as we use the product, we naturally experience things that we would like to adapt and do more B&O-like.

- And fortunately we have the opportunity to do this as CapaInstaller is developed in VB-Script. Unsolved matters are forwarded to CapaSystems Support as a feature request, and it is our clear impression, that they are listening to our experiences. CapaSystems assesses the requests coming in, based on whether it is something, that only gives value to B&O, or whether it is a request, which in fact can provide more value to the product. And the possibility of influence and dialogue makes a huge difference, continues Ulrich Haversen and Thomas Kaaber concludes: It's the feeling of proximity that gives value now and in future.

**“The investment has paid off - and we have gained much more value by choosing Capa-Installer rather than SCCM.”**

Thomas Kaaber, Bang & Olufsen

*About CapaSystems: Software Solutions for Computer & Device Management, Performance Monitoring and end-user satisfaction: At CapaSystems we are dedicated to creating a future where smart technologies will eliminate all manual processes. We do this by providing expertise and smart, proprietary software that unleashes the full potential of our customers' IT-operation. CapaSystems is a Danish software vendor established in March 1996. Today we have customers worldwide and strong partner channels in Scandinavia, Central & Eastern Europe, the USA and the Middle East.*

