



Parker

CASE STUDY

Parker Hannifin

Company Profile

Parker Hannifin founded in 1918 has been publicly traded on the NYSE since December 9, 1964. With annual sales exceeding \$13 billion in fiscal year 2012, Parker Hannifin is the world's leading diversified manufacturer of motion and control technologies and systems, providing precision-engineered solutions for a wide variety of mobile, industrial and aerospace markets. The company employs approximately 60,000 people in 48 countries around the world supporting 142 divisions with 311 manufacturing locations.

Parker Filtration Group has always lead the way with investigating and implementing new technologies utilising engineering expertise and a broad range of core technologies which uniquely positions the company to solve some of the world's greatest engineering challenges. By partnering with customers, Parker improves their productivity and profitability and seeks new ways to solve humanity's biggest challenges, the need for clean and efficient energy generation.

Business Situation

Parker Hannifin's Business Strategy drives them to achieve increasingly higher standards of excellence worldwide whilst achieving an aggressive growth plan achieved through acquisitions.

Extensive growth through acquisition resulted in mixed environments, mixed technologies, site autonomy, and only a few standard applications. This created an unwieldy beast that was difficult to control, complicated, time consuming to manage and expensive to operate. The requirement was to standardize applications, reduce core expense and implement new and enhanced technologies that would allow Parker to focus efforts on increasing productivity whilst reducing costs.

An area where costs had to be reduced was the acquisitions themselves. The length of time that an acquisition took to bed in was excessive and Parker's aim was to achieve this within a significantly reduced time frame of 90 days.

This was to be achieved whilst reducing core expenses and implementing new & enhanced technologies to allow the business to focus efforts on increasing productivity whilst reducing costs. A comprehensive solution was a prerequisite.

In addition to finding the right solution it was also important for Parker to find the right solution provider, the right partner. It was important to select a partner that shared a similar ethos, a focus on providing outstanding customer service, was outstanding in their field of expertise, and could meet the needs of our staff who knew exactly what needed to be achieved: speed and simple IT management, maintenance, and the deployment of new applications, all of which could be achieved through virtualization.

Solution

- **VMware virtualization fully**
- **comprehensive IT solution**
- **desktop virtualization solution**
- **physical to virtual migrations**
- **application virtualization migration**

Benefits

- **standardisation of environments**
- **reduced IT capital costs**
- **reduced operating expenses**
- **pace of acquisitions within target**
- **greater control and sight of all costs**

Parker Hannifin are now reaping the benefits of the solution implemented by BDR. The standardisation of environments, technologies, and applications have reduced IT capital costs and operating expenses by as much as 60% while simultaneously lowering power, cooling and real estate spend.

Technical Situation

Parker Hannifin's situation was complex with multiple environments, numerous technologies, site autonomy, and very few standard applications. The consequences of which were increased IT expenses, additional demand on IT resource, limited control and limited efficiency and agility within the IT infrastructure.

What was required was the ability to run multiple operating systems and applications on a single desktop computer, at each of the 13,000 sites as well as consolidating hardware to achieve vastly higher productivity from fewer servers.

Parker identified that Virtualization would provide a solution and were confident that Virtualization would be a key component of their IT strategy moving forward, providing them with the global solution required to meet the demands of multiple sites of varying size and complexity. Solution providers were sourced and testing began. The knowledge and expertise of BDR amply demonstrated the outstanding flexibility of VMware making it the obvious choice. It was apparent that with VMware the IT infrastructure would be in a position to respond dynamically to changes in the business now and in the future.

Solution

It was important for Parker Hannifin to select a provider with pedigree, and BDR has a proven track record winning numerous industry recognized awards. BDR took the time to understand the Business, the current infrastructure issues as well as the future requirements of the business. They then set about designing a solution to meet the business needs. The answer was a comprehensive IT solution that included Hardware, Software, Desktop, and Server Room with VMware being part of the overall solution.

By utilizing VMware virtualization became a reality, making the business infrastructure vastly simpler and more efficient. Applications are deployed faster, performance and availability soared, and operations have become automated. The net result is IT that's easier and less costly to own and manage, the ability to redirect resources toward IT innovations to grow the business, reduce IT capital costs and operating expenses while simultaneously lowering power, cooling and real estate spend.

BDR arranged for Parker to meet with the VMware team as well as with the BDR team. The access to the VMware resources continued throughout which meant issues could be raised and resolved quickly.

The team from BDR worked with the Corporate IT Managers to align the solution with the business drivers, these being to increase profitability by driving down costs, reducing risk and improve worker productivity, all of which were achieved through the delivery of desktops as a managed service from the datacenter. Desktop and application virtualization solutions, built on VMware View, created a more flexible and secure business IT infrastructure that can respond quickly to changing business and end user needs.

From the moment Parker attended a seminar with a live demo, it was abundantly clear that BDR have a great deal of expertise and knowledge to offer their clients in addition to a real passion for technology. Parker has found that the professionalism and passion has been maintained throughout.

*"A winning culture,
passionate people,
valued customers and
engaged leadership."*

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Benefits

The pace of acquisitions has continued with each newly acquired site being converted within the target of 90 days (server and desktop). Existing sites are being addressed through a prescribed plan which supports the business strategy overall.

Whilst the BDR solution has resulted in helping Parker achieve its overall business objectives, two teams within the business in particular have benefitted. The Finance team sees the benefits from having greater control and sight of all costs. The return on investment can easily be determined with cost savings per site now visible, in some cases 50% or more has been saved on overall IT costs. The Corporate IT Managers have a significant number of headaches resolved and the IT infrastructure can now allocate more time to focusing on building business innovation.

Parker Hannifin and BDR share similar values and this has led to them building a strong, effective relationship which is ongoing with BDR continuing to resolve queries as they arise which is all part of the relationship with BDR.

BDR services included:

- Design, plan, size, install, support
- Project manager
- Account manager
- P2V (physical to virtual) migrations
- Application virtualization migration
- Networking & security consultancy
- User profile management

