

BMW (UK) Manufacturing Ltd



"Being the first deployment with a major account the installation at BMW UK proves the design of Enterprise Alert® for large-scale enterprise installations."

Matthes Derdack, CEO Derdack

Background

BMW Group employs 9,000 people in the UK with an additional 11,000 people in its 156-strong dealer network representing the BMW and MINI brands. The UK is the second largest production market for BMW Group with production plants at Oxford, where MINI is built, Hams Hall near Birmingham that assembles all 4-cylinder petrol engines for the Group, Rolls-Royce Motor Cars Ltd based in Goodwood and a pressings plant in Swindon.

Business Challenges

BMW (UK) Manufacturing Ltd. was looking for a comprehensive SMS enterprise software for the internal communication of their employees.

They wanted to use this SMS gateway for sending business critical alerts to mobile phones in case of IT system failures or downtimes in the production process. A further requirement was the support for automated escalations. In such an escalation scenario, SMS messages should be sent to a second person if the first one does not respond in time. The existing (very basic) SMS Gateway needed to be replaced by a mature, more flexible, scalable and reliable product to cope with the growing demand for wireless communica-

tion. The software should easily and seamlessly be embedded into the existing IT environment.

Derdack product that was selected

BMW selected Derdack's Enterprise Alert® as an enterprise SMS Gateway.

How/where the product was deployed

Following applications were realized:

- Internal SMS communication: Enterprise Alert® is used as a communication platform and offers the possibility to send SMS messages from every desktop to every co-worker. Enterprise Alert® sends a delivery notification when the SMS message was successfully transmitted. Furthermore, the employees can use the Web portal of Enterprise Alert® to submit alerts or instructions to co-workers in case of urgent communication requirements, especially to a larger audience. The message is routed to Enterprise Alert® and Enterprise Alert® generates an SMS and sends it via SMSC to the appropriate person. The user and group accounts are easily managed and administered through the convenient and easy-to-use Web portal of Enterprise Alert®. The 2-way message traffic is sent through the SMSC of O2 UK.

Client

BMW (UK) Manufacturing Ltd.

Industry

Automotive

Business challenge

BMW was looking for a comprehensive SMS enterprise software for the internal communication of their employees.

Business benefits

By deploying Enterprise Alert® the customer increased the communications to and the mobility of their employees. Now they react faster to the critical situation and reduce the risk of IT system downtime.

Learn more

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- Business-critical SMS alerts: In case of a system failure the internal Tivoli system has the potential to send an alarm to Enterprise Alert®. Enterprise Alert® then reads and transforms those alarms into SMS messages and forwards them to the responsible group of people in charge. A so-called escalation can be triggered too; if the first person in the escalation does not respond, the message can automatically be sent to the next person and so on. Up to five users can be defined within one escalation scenario.

BMW and Derdack service personnel. Enterprise Alert® is capable of supervising parts of the system itself. It generates alerts in case an SMSC link or GSM modem is down. This alert message will be sent to the administrator at BMW as well as to the appropriate service person at Derdack. Thus Enterprise Alert® notifies the right people more reliably.

The customer is expecting the number of SMS message transmissions to grow in the near future. Due to the high scalability, Enterprise Alert® provides enough power to handle a growing amount of messages.

What business benefits has the client enjoyed as a result

By deploying Enterprise Alert®, the customer increased the communications to and mobility of their employees. This is particularly useful when communicating urgent messages to a larger audience. With Enterprise Alert® employees react faster to the critical situation and reduce the risk of IT system downtime.

If required, the system can easily be enhanced with further applications, like automatic data transmission or a clustering system. Due to the open architecture of Enterprise Alert® this could be done with reasonable amount of effort.

As the system is running around the clock it requires constant surveillance by the



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