



**Hewlett Packard
Enterprise**



Microsoft

Digital transformation



Dear Reader,

Today's IT leaders are aware that a digital transformation is vital to achieving and maintaining success. An organisation's IT and finance department and other stakeholders have a shared commitment toward the business in making this revolution happen – sometimes supported by new laws and regulations. All this necessitates rapid action in order to keep up-to-date and remain relevant.

Individual companies and organisations are also looking for opportunities to forge new partnerships, improve digital collaboration and explore new business and supply-chain models.

This publication tells the story of how five Dutch industry leaders are not only putting their IT resources at the service of their organisations, but also how IT serves as an enabler and helps to create innovations, streamline processes and – above all – allows employees to collaborate more smoothly and securely by giving them access to valuable tools and resources.

We make a point of highlighting the 'digital journey' in our publication, as we feel this is the key to inspiring you and can provide you with fresh new insights.

You will find that all of the solutions described are based on Microsoft and HPE technologies. In partnering with InSpark and Microsoft, we seek to provide our clients with superior solutions that meet their business needs.

We would be happy to discuss the options available with you any time – until then, we hope you enjoy reading this publication.

Yours sincerely,

Arie den Boer
Alliance Business Manager
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Asics Story

Full cloud-based mobility



1. Full cloud-based mobility

Asics | Edwin Idema, ICT Manager EMEA

Asics ('Anima Sana In Corpore Sano' – a healthy mind in a healthy body), a Japanese-based manufacturer of athletic shoes and apparel, is making the switch to fully cloud-based mobility. While the freedom of its employees to work wherever and whenever they like remains the company's number-one priority, manageability is another absolute prerequisite.



As the IT Manager for Asics EMEA, Edwin Idema oversees a division of 3,500 people – employees who all want to be able to work and access their applications at any time, irrespective of location or the device they're using. This digital transformation process

is currently in full swing, and the successful teamwork facilitated by these technological advances meets the strong demand – mostly among younger employees – for a cooperative community within the company.

Enterprise Mobility and Security

The basic idea behind Asics' digital transformation is in keeping with the company's philosophy and the needs of its business:

employees should have instant access to their applications from the office, at home and any other location (including while travelling), using their mobile phone, laptop or a company device. This inevitably presented a challenge for the IT department, as how do you go about this without ceding control over various data and risking non-compliance with laws and regulations? After a careful selection process, the company decided to partner with Microsoft. Idema: "They currently offer the most extensive suite of applications and the best tools, which gives us the assurance we need."

InSpark assisted Asics in implementing Enterprise Mobility + Security (EMS), while employees' user profiles were migrated from the local network into the cloud, Microsoft Azure. "Once you've completed that part of the process, you can add any number of features to a profile. You start out by selecting a device, and then you can begin linking applications to that device. We distribute these applications securely using Intune, which is integrated into EMS. Cloud-

based user profiles also enable you to use single sign-on. This is not the case everywhere as yet, but we've begun the process of setting up Azure and linking the web applications." Idema explains that the company's legacy applications are the main obstruction to mobility and the migration to the cloud: "It used to start with the mainframe, followed by the client-server, and we currently have an AP platform: Office 365, which is stored somewhere in the cloud. We can now instantly access Word and other applications, but we need to take some additional steps when it comes to non-web applications – we're currently in the process of adapting them for the web."

Alles beheersbaar

The Enterprise Mobility suite contains several components for software, application, storage and data deployment: "I can use that profile to manage everything," Idema says. He describes the recently launched Advanced Threat Analytics as "an intelligent tool that operates from within the network by monitoring and detecting system developments. If there are any major changes in the system over the course of a few days, say a major data migration,

an alert message will appear on the screen. It's a really ingenious idea."

Azure Rights Management is one part of the suite not actually used by Asics: "It allows you to add security controls on a document level. While that's an exciting feature in itself, we're dealing here with a pretty complex and fragmented application infrastructure. Other geographic divisions within our company use Google, and when it comes to our global roadmap, we're not yet aligned at this point to transition to a single platform." However, the various point solutions have not stopped the company from implementing EMS across the board and migrating the profiles of the more than 7,800 Asics employees worldwide into the cloud. "We've created a global domain, and, from the sidelines, are working hard on getting Office 365 up there as well. OneNote, OneDrive, SharePoint and Teams are up next. The issue we currently face is how we're going to migrate our on-premise resources to Azure and make it accessible through that one, single profile, so we can make full use of the cloud and distribute data, apps, and so on."

Strong Microsoft platform

While all Asics employees are free to use their own individual devices, Idema and his team have taken full control of the transition process. "First, I wanted to go back to having just a single platform, analysing everything and making sure all profiles were aligned and all data was linked. Once that whole process is wrapped up, I don't care what types of devices our people might be using. We're basically creating a very strong Microsoft platform at Asics. For example, our designers are currently using Microsoft Studio 10. It took some time for them to adapt to that and I sometimes get involved in discussions with employees about the merits and demerits of the program, but I do know these types of standardised solutions are what our company needs." End users are encouraged to adopt the platform, being offered various training courses, instruction manuals, videos, and even a road show touring various countries and company divisions. In addition, the company has appointed 'Champions', whose job is to make sure the organisation is aware of any new developments as soon as possible. The team manager is in charge of Europe, the Middle East and Asia (EMEA), but his role sometimes

also extends to that of enterprise architect, as his IT department plays a dominant role in the organisation, including when it comes to compliance with laws and regulations. "In the US, Asics has partnered with Google, and Microsoft happens to be a little more advanced as far as compliance with European laws is concerned. So we're fully in charge of implementing GDPR worldwide."

View of the business

While Idema's team may be highly skilled technically, they do tend to sometimes lose sight of the businesses surrounding them. "Nothing changes faster than technology. If that hyperloop conceived by Elon Musk actually materialises, this could spell the end of KLM and other airlines: after all, why would you choose to fly if you can speed across land at a thousand kilometres an hour instead? You may very well be inspired and develop some sort of vision by observing the changing world around you, but what good is that if your team spends most of its time simply troubleshooting on the operational end? You could really find yourself in over your head unless you've got the support you need. I've been working more closely with

the businesses, and have been training my team members to become business consultants if the opportunity arises. Where do I get the knowhow, you ask? I either hire consultants or enter into partnerships with companies such as InSpark, a company I am more than happy to endorse."





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