



Case Study: BMW AG

Netviewer receives full enterprise approval

Speed and flexibility are essential priorities for automobile manufacturers looking to develop new trends and technologies, but these traits are equally important for internal communication and IT infrastructure or when supporting a global production network. In view of its own multifaceted requirements in these areas, BMW recently granted Netviewer's web conferencing solution its Blueprint approval, releasing it for use throughout the organization. Among other things, the German automaker uses Netviewer to facilitate efficient, visually augmented production support in plants located anywhere from Germany to South Africa without requiring engineers to be on site. The advantages are faster reaction times and lower travel costs.

One for all. All for one.

In the past, BMW had a more heterogeneous corporate structure and employed several different web conferencing solutions to cover the variety of requirements found throughout the company, including the internal IT Hotline, integration of subsidiaries, general administrative tasks, and enabling external manufacturers to support the production network. Production stability is a major area of concern. When production stops, time becomes a major issue – the faster the support team can react the better.

The central IT department at BMW tested a variety of alternatives over the course of one year in order to find a uniform enterprise solution that would work in every usage scenario. The most important criteria during the selection process:

- no software rollout (no installation)
- economical operational costs
- straightforward connections despite firewalls
- uncompromising security
- seamless integration into the IT landscape at BMW AG
- simple operation

BMW Group focuses on the premium segment of the automobile market, as represented by its three brands BMW, MINI, and Rolls-Royce. Munich-based BMW backs up its motto "Sheer Driving Pleasure" through the relentless pursuit of technological advancements in its cars and motorcycles. Diverse research and development centers in the most important core markets around the world help the company integrate new trends early while its flexible network of fifteen production sites gives BMW a decisive advantage in international competition.



At the end of the evaluation process, Netviewer was clearly ahead of the rest. One of the areas where Netviewer scored big points was its straightforward implementation and intuitive operation that precluded the need for employee training.

Finding uses throughout the enterprise.

In the past, BMW employees often had to travel to distant locations or across massive plant sites in order to see what was going on before they could provide support. But now, using the ad hoc-capable Netviewer solution, they are able to work much more efficiently – not just at Central IT but across the whole corporation. Here are just a few of the many ways BMW uses Netviewer:

- External manufacturers, such as those providing measurement technology, are now able to provide very rapid support from outside the company during production-critical situations, thereby minimizing downtime. Netviewer works equally well for external maintenance of systems and applications.
- Developers can hold web conferences to discuss CAD drawings with other technical departments and jointly analyse virtual models without leaving their own PC.
- Administration and internal IT support. Employees benefit from significantly shorter reaction times, greatly reducing bureaucracy.
- Multiple employees can evaluate new software from separate locations while still working closely together.
- The South African BMW plant currently does not have its own operational team. Instead, the IT department provides telephone-based support. Many of the other products evaluated by BMW exhibited weaknesses when it came to connections through firewalls at distant production networks, but with Netviewer the problem vanished.
- In future, Netviewer will help improve integration of subsidiaries and dealers.

Conclusion: Huge potential for the future.

Currently Netviewer is used primarily for IT purposes, allowing for quick solution of support questions and helping the team evaluate new software. But thanks to its ease of use and rapid deployability, Netviewer will be launched globally in the next few months in order to help other areas of the company work better together, including a large number of project groups.

Time is a critical factor in production. When support is needed, Netviewer is ready within seconds: globally, securely, and reliably - straight through firewalls.

The advantages at a glance

- Rapid IT support in case of sudden production stop.
- A double-click is all that is needed for a direct line of sight to the affected PC at the plant.
- Lost time caused by travelling to the site is eliminated, production losses are minimized.
- When needed, external manufacturers and suppliers can be integrated within minutes.
- Central IT can provide outstanding support for foreign plants, such as the one in South Africa.
- Remote maintenance of systems and applications.
- Seamless integration into the IT landscape without the need for installation.

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