



2X Chosen to Power 900-Strong Mazda Dealership Network

Problem

With extensive dealer networks, automobile manufacturers are required to maintain flawlessly-performing virtual computing networks, to offer constant access and support to their dealer franchises. At Mazda Motors Deutschland GmbH, the company's corporate office sought to offer its dealerships remote access to MACS, Mazda's proprietary DMS system, as well as continuing to provide consulting, training, and online support services. The company thus sought to continue to fit any new IT implementation within its commitment to maintain close links with its dealer network. In pursuit of this goal, Mazda Motors Deutschland GmbH sought a solution to allow users at its 900 dealerships

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- Frank Preiß, Bechtle

across Germany centralized access to the company's datacenter-hosted applications. With no previous virtual computing solution in place, Jürgen Zander, Mazda Motor Europe GmbH's chief IT support for its Motors Deutschland GmbH dealer network, began considering application virtualization alternatives, and

Bechtle IT Systemhaus Aachen, a European IT solution reseller, began working with Zander to find an appropriate solution. The first solution considered was initially attractive, but was ultimately too complex and expensive to fully implement, and the company began searching for a new alternative. Finding the 2X ApplicationServer, the company tested the product in the fall of 2008. As Zander was satisfied with the product's performance after only a few weeks, the company made the decision to proceed with full implementation, with the first dealer installations occurring in December 2008.

Solution

By August of 2009, the company had decided to gradually phase in installation 40 2X ApplicationServer Small Business Edition licenses to 40 dealerships across Germany, each hosted on a single terminal server. According to Frank Preiß at Bechtle, each license is used by 5 to 15 users at a particular dealership, allowing for light server processing loads. While terminal server expansions at particular dealerships are currently not under consideration, due to the low terminal server user base, the company is highly interested in expanding the use of the solution to many of the hundreds of dealerships in their network.

Affordability and Constant Support

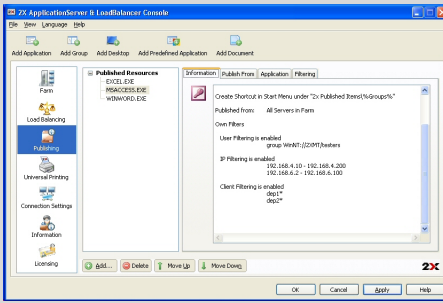
Zander and Preiß cited the two main benefits accruing to Mazda from its 2X ApplicationServer deployment as the affordability of its implementation versus competing solutions, and the degree to which its use was supported by the product's reliability and the dedication of the 2X staff:

Affordability:

The greatest benefit from Mazda's dependence upon 2X for its virtual computing needs was the affordability of the 2X ApplicationServer not only compared to its original stand-alone desktop configuration, with the licensing and administration savings offered by 2X products, but also compared to all



Mazda Motors Deutschland GmbH headquarters, from which the company provided centralized access to its corporate datacenter applications.



The 2X ApplicationServer allows you to publish applications and desktops from a terminal server to remote users' desktops, regardless of location.



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other alternatives the company considered. Preiß commented that, "Compared to previous solutions, this product has far more features and is a significantly more cost-effective choice. The 2X price/performance ratio was extremely compelling, with low per-user licensing costs resulting from the 2X per-server licensing model." Mazda's lower virtual computing costs give the company more flexibility in expanding its capacity in the future, with Preiß commenting that he's expecting Mazda to complete another 80 2X ApplicationServer installations by the end of the year.

Support and Reliability

In addition to dramatic cost savings, the company was attracted to both the product's reliability and the comprehensive support company staff received after purchasing the product. Though the product has been completely reliable in operation, Zander notes that Mazda had to address configuration-specific issues at the start of implementation, but that "an initial issue with specific was quickly resolved using an update provided by 2X". Preiß notes that Mazda's decision in favour of the 2X ApplicationServer was validated by "clear and continuous communication with 2X staff, as well as the dependability of the 2X support staff." He notes that, while 2X products' affordable price points are what initially attracted him to the company, impressive interaction with the 2X staff leaves the company completely comfortable with their decision.

About 2X

2X Software Ltd. develops enterprise server-based virtual computing software, enabling desktop virtualization and application streaming on personal computers and thin client devices. Its product line, which includes the award-winning 2X VirtualDesktopServer and 2X ApplicationServer, is easily scalable, installable, and manageable with straightforward licensing, resulting in product prices far below those of competitors. For more information, please visit: <http://www.2x.com>.

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