



Case Study HAZ

Hildesheimer Allgemeine Zeitung

The Hildesheimer Allgemeine Zeitung Uses Matrix42 Mobile Silver to Manage Its Mobile Workplaces

The 300-year-old Hildesheimer Allgemeine Zeitung media company uses Matrix42 Mobile Silver to meet its enterprise mobility management (EMM) needs. That means the company now runs the full suite of Matrix42 products. All of its staff have been using the long-established CLM desktop software distribution solution, the Matrix42 Service Store, the Matrix42 Service Catalog, and Matrix42 License Management for some time now. Matrix42 Mobile Silver provides the newspaper and its employees with full-feature mobile workplaces on their iPads and iPhones. Matrix42 Silver is a software suite that includes Silverback by Matrix42 for enterprise mobility management as well as (IT) service management components for integration into IT and non-IT processes.



Hildesheimer Allgemeine Zeitung/ Gebrüder Gerstenberg GmbH & Co. KG

The Hildesheimer Allgemeine Zeitung's history dates back to 1705. The first edition of the newspaper was published on 24 July of that year, initially as a bi-weekly. It has now been in the hands of the Gerstenberg publishing family for over seven generations since Johann Daniel Gerstenberg, a bookseller, purchased the paper in 1807. On 1 October 1949, after six years in which the newspaper was not published during and in the aftermath of the WWII, the first edition of the 245th year of the Hildesheimer Allgemeine Zeitung rolled off the presses with an initial print run of 13,220. The average daily paid circulation in 2005, its 300th anniversary, was more than 46,000. In 2004, the Hildesheimer Allgemeine Zeitung was one of the first daily newspapers in Germany to offer a full-version e-paper available every day over the Internet. Since the beginning of 2005, it has also offered an online-only subscription. The newspaper's parent company maintains a staff of 140, or 210 if one includes its subsidiaries as well. The IT department comprises a team of three.



The challenge

While the Hildesheimer Allgemeine Zeitung was already using a powerful EMM tool in AirWatch, it was unable to fully make use of all the many features it offers. This motivated the company to look for a simpler solution, one that could be readily adapted to meet the needs of a mid-sized company. The new solution also had to be easy to use for the IT team and users alike and easy to integrate into existing IT services and applications.

Prime motivating factor regarding mobility: data protection

A data protection specialist put the topic of mobile devices into the spotlight at the Hildesheimer Allgemeine Zeitung several years ago. According to his advice, company data should never be used on mobile devices without the necessary safeguards in place. Based on this recommendation, the company made the decision to roll out AirWatch. 'We ultimately came to the conclusion, however, that AirWatch, a powerful tool offering a wide range of features, was more software than we needed,' states Loß. The decision was then made to migrate to Matrix42 Mobile Silver in 2015. Loß: 'Matrix42 Mobile Silver meets all of our needs. Having basic protection for the mobile devices, enforcing security settings, and having the option to centrally manage network access to e-mail accounts, calendars, and the archive were vital considerations for us. We were also looking to lay the groundwork for future ITSM integration of mobile assets into our Matrix42 Service Store.'

Successful partnership dating back to 2008

'We've been working together with Matrix42 since 2008. We've received nothing but top-notch advice and support from our partner, L und M Business IT GmbH, since we began implementing the desktop software distribution solution. The system has been expanded gradually over time to include further Matrix42 modules. At the end, we were able to create a well-rounded system. As a mid-sized company, Matrix42 is the right partner for us because it can be adapted to perfectly meet our needs,' says Alexander Loß, IT Manager at the Hildesheimer Allgemeine Zeitung. With the help and support of L und M Business IT, the three-person IT team at the Hildesheimer Allgemeine Zeitung was able to deliver all the IT services needed at a low cost and in a user-friendly format. This was all done without having to develop in-depth expertise in-house.



The solution

The company benefits from migrating to Matrix42 Mobile Silver in that it now has a simple, yet efficient EMM solution that delivers full-feature mobile workspaces for users. The solution provides the Hildesheimer Allgemeine Zeitung with mobile capabilities to complement the Matrix42 system that the company has successfully operated for several years now. This system includes software distribution, the Matrix42 Service Store, the Matrix42 Service Catalog, and Matrix42 License Management.



'Matrix42 Mobile Silver is the perfect fit for us because it allows us to meet all of our needs with minimum effort.'

Alexander Loß, Head of IT at Hildesheimer Allgemeine Zeitung/Gebrüder Gerstenberg GmbH & Co. KG



'The solution is easy to use. It can be installed by the user on his or her device in no time.'



Alexander Loß, Head of IT at Hildesheimer Allgemeine Zeitung/Gebrüder Gerstenberg GmbH & Co. KG

Certificate-based use of network connectivity

The mobile devices used at the Hildesheimer Allgemeine Zeitung are configured for certificate-based use of VPN network connectivity right when the solution is rolled out. To facilitate this, the existing PKI (public key infrastructure) was connected to Silverback by Matrix42. Timo Peters, Solution Architect at L und M Business IT GmbH, who advises and supports the IT managers at the Hildesheimer Allgemeine Zeitung: 'Certificate-based authentication from the device to the VPN gateway is a special requirement in terms of security. It offers company employees a secure and fully functional mobile workplace without the hassle of having to enter a password. What's more, certificate-based login cuts the number of support requests when passwords are lost or expire. Silverback by Matrix42 automatically manages the issuing and revoking of certificates and reduces the administrative workload.'

Satisfied IT, satisfied users

The first 75 licenses are being rolled out in the first quarter of 2016. Users register their devices by themselves. This has the effect of reducing the workload of the IT department and shortening the project rollout time. The simplicity of the registration process leaves Head of IT Alexander Loß confident that the switchover will go over without a hitch. 'The solution's beauty lies

in its simplicity. It only provides the functions that are absolutely necessary, making it very easy to use. This is a major plus from an everyday perspective, seeing as our IT department is small and we simply wouldn't have the resources to roll out a system if there would be a lot of teething problems from the get-go. EMM is one of many issues we have to deal with. That's why an EMM solution should be relatively simple to use and run. What really excites me is that we've been able to greatly improve our performance thanks to Matrix42 Mobile Silver,' says Loß. 'Implementing an EMM solution is simply a must in this day and age. When doing so, it's important to find a qualified partner to help in the process of integrating the system and getting it up and running. This means we wouldn't have to develop the expertise required in-house; this knowledge is transferred from the partner to us during the project itself. There's also the added benefit of being able to draw on the experience of professional specialists gained in their work on projects for other companies.'



'Companies that actively take up the challenge of rolling out an EMM system need to focus less on EMM and more on the strategic alignment of the solution. This includes IT services available for order for mobile workplaces with accompanying approval processes, proactive asset management for ordering smartphones and similar equipment, and matching devices to existing mobile service contracts.'

Timo Peters,
Solution Architect at L und M Business IT GmbH

Matrix42 AG partner



Located in Kiel, Hamburg and Hannover the name L und M Business IT stands for professional IT services as well as reliable, safe and efficient infrastructure. Our strengths lie in the optimal networking with partners

like Fujitsu, NetApp, hp, Microsoft, VMware, Citrix, Sophos and Matrix42. The L und M Business IT offers complete IT-infrastructures and services from a single source for successful business processes.

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