



Case Study

Aller, leading publisher of magazines and weeklies in the Nordic countries

Aller, a family-owned company founded in 1873 in Copenhagen, Denmark, operates today in all Nordic countries and employs more than 2,000 people, 550 of whom work in Denmark.

With over 3 million publications sold each week, Aller is the leading publisher of magazines and weeklies in the Nordic countries, with a market share of 72% in Denmark, 83% in Sweden, 48% in Norway and 26% in Finland. In Denmark alone,

more than 4 people out of 10 read one of Aller's 32 publications each week.

As a modern media company with a strong digital media strategy, Aller runs some of the most visited Internet sites in the Nordic countries and premium rate mobile activities. All weeklies and magazines have home pages where Internet users can shop, blog, sign up for newsletters and take part in competitions.

Its challenge – to improve user satisfaction and productivity

With dedicated applications for journalists, artists, HR personnel, etc., IT is strongly integrated within Aller's core business and plays a major role in employees' work activities. After updating their production system and migrating all their workstations to Windows 7, the Information Systems Department often found itself faced with complaints from users about poor application performance, particularly on

the intensively used Adobe suite, and frequently occurring crashes.

As a result, the IS Department decided to equip itself with a solution for measuring end-to-end infrastructure performance, as well as identifying the source of problems and solving them, to improve user satisfaction and cost-effectiveness.

NEXThink, an easily installable solution that keeps its promises

Jan Krohn, Allers's IT operations manager states: *"We were looking for a tool that would give us real-time visibility and make it easy to measure infrastructure performance from end to end."*

After investigating the market over the Internet for offers that met their needs, Information Systems Department managers were invited to a NEXThink presentation. As they were extremely impressed by the solution presented, they asked

for a NBS (NEXThink Baseline Services) on some 25 machines to assess the product's features and check if it had kept its promises.

"We were convinced and satisfied right away. Within a few days NEXThink was up and running, proving its ease of use, power and perfect suitability to our needs. This test showed us that we had made the right choice," points out Jan Krohn.



Solving performance issues and consolidating application licenses

Once NEXThink was installed and in production, an operation that took one of our own IT specialists less than four days without any additional costs, the Information Systems Department could get down to successfully dealing with user complaints to the Help Desk. By transparently collecting all desktop-related data, NEXThink gives the IT team a comprehensive view and real-time knowledge of the user infrastructure (an average of 400 users connected, with 550 at peak times). Now, the IS Department is much better prepared when a user calls the Help Desk, whether about poor application performance or a system crash. Thanks to NEXThink's investigative power, every desktop's health and activity are accessible and viewable in a few mouse clicks.

"At last we have a product that gives us a practical view of issues occurring on workstations. NEXThink is much more than a

simple reporting tool – it helps us to solve concrete problems by guiding us to the right answers to two key questions: 'Why did the problem occur and what can we do to solve it?'. The obvious direct benefit is user satisfaction," adds Jan Krohn.

Over and above the solution of application performance problems, the main reason for choosing NEXThink, the Information Systems Department discovered NEXThink for SCCM 2012, NEXThink's native integration with Microsoft System Center Configuration Manager 2012. NEXThink's access directly from the SCCM console to a wealth of real-time information, in particular software application usage rates, gives the Information Systems Department the means of launching another project: compliance and application license diversity management, given that some user applications are quite expensive.

NEXThink, proven results giving rise to new projects

"If we had to start again, we wouldn't change a thing. We were entirely satisfied with the results we achieved and were able to judge NEXThink's wide range of features and its ease of use. We intend to expand our use of it to other areas," concludes Jan Krohn.

The IS Department has plans to build an alert system to provide users with proactive support

and to introduce a management reporting system for informing top management about future investments and justifying them.

Within the framework of their "Taskforce One" project, NEXThink's use will be extended beyond Denmark's borders to consolidate and monitor user desktops in all Nordic countries.

About Nexthink: Nexthink provides the most advanced, intelligent real-time: monitoring, investigation analytics, and root cause analysis for the entire IT Infrastructure from the end-user perspective. Our software helps IT connect, communicate and collaborate to achieve their major initiatives and improve their business end-user's IT experience. Nexthink is complimentary to traditional application performance management (network and server), help desk, operations management, and security tools and eases ITIL change and release management processes. Nexthink serves the Fortune 5000 utilizing a leveraged partner model. Nexthink is a private company headquartered in Lausanne, Switzerland. Nexthink® is a registered trademark of Nexthink S.A. To learn more, visit <http://www.nexthink.com>