



PATRIZIA achieves round-the-clock client service capabilities

Property company gains flexibility, reduces risk and cuts operational costs with managed services

Overview

The need

In challenging market conditions, real-estate company PATRIZIA AG wished to retain focus on customer service and added value. Complex IT systems diverted energy and effort from the core business aims.

The solution

PATRIZIA chose IBM® Business Partner IQ Solution GmbH and IBM Global Technology Services® to provide managed ERP IT infrastructure services, offering 24/7 capabilities for the first time through the IBM Service Operation Center in Erfurt/Leipzig, Germany.

The benefit

PATRIZIA has enhanced customer service through improved application reliability, reduced business risk with enhanced system resilience, and cut IT operational costs.

With around 600 employees in over ten countries, PATRIZIA Immobilien AG has been active on the real estate market as both an investor and service provider for nearly 30 years. PATRIZIA's range includes the purchase, management, value increase and sale of residential and commercial real estate.

As a recognized business partner of large institutional investors, the Company operates in Germany and other countries and covers the entire value chain in the real estate industry. At present, the Company manages real estate assets worth EUR 10 billion, primarily as co-investor and portfolio manager for insurance companies, pension fund institutions, sovereign wealth funds and savings banks.

Consequently, PATRIZIA evaluated its ERP system strategy, and decided to migrate to integrated SAP solutions. To make this possible, PATRIZIA committed to deploying a new hardware platform, and build up the in-house expertise to operate the new SAP software reliably and efficiently.

Exploiting managed services for efficiency

As the company expanded geographically and won new business, the SAP and system administration workload grew significantly, drawing valuable IT staff away from positive business development roles.

The senior management team realized that IT systems operations might be better handled by an external service provider, enabling its internal IT team to focus on pro-active business analysis and support. The key objectives were to improve customer service by increasing system availability, reduce business risk by improving system resilience, and cut operational costs. The IT department looked for a strategic partner and could also focus on the core processes related to the ERP system operation.



Solution components

Hardware

- IBM® Power® 750
- IBM System Storage® DS5100
- IBM System Storage TS3200 Tape Library
- IBM SAN switch 24 ports

Software

- IBM AIX®
- IBM DB2®
- IBM Tivoli® Storage Manager
- IBM Tivoli Storage Productivity Center

Services

- IBM Global Technology Services®
– Integrated Technology Services:
Server Managed Services and Data
Center Services

IBM Business Partner

- IQ Solution GmbH
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Stefan Hütter, BI Systems specialist at PATRIZIA says, “The growing complexity of our IT environment made it difficult for us to keep up with the expanding infrastructure. We were looking for a strong partner able to support our complex operations. We have been working together with IQ Solution and IBM for a long time and decided to expand our successful collaboration by entrusting them with our SAP solutions.”

The joint IQ Solution and IBM team developed a tailored full-service contract to meet PATRIZIA's requirements, based principally on service level agreements that serve the company's demanding customers. In particular, the managed service delivers 24/7 coverage, an important customer service improvement that PATRIZIA had previously been unable to provide.

Robust technology to enable business objectives

IQ Solution and IBM operate the company's extensive SAP ERP application landscape on an IBM Power® 750 server running the IBM AIX® operating system and the IBM DB2® database. A flexible storage area network provides storage capacity through two IBM System Storage® DS5100 storage arrays, managed centrally using the IBM Tivoli® Storage Productivity Center. The service contract also includes the backup and recovery solution based on IBM Tivoli Storage Manager and two IBM System Storage TS3200 tape libraries.

The IBM Service Operation Center in Erfurt / Leipzig established an advanced remote monitoring system, following IT service management industry standard IT Infrastructure Library (ITIL) processes, and highly skilled IT administrators and support specialists are on call 24 hours a day to ensure the highest possible system availability.

“While IQ Solution and IBM deliver reliable, cost-effective SAP applications and IT infrastructure, the PATRIZIA team devotes its energy to the next phase of growth, powered by customer service and using the SAP solutions to improve the value of the real estate portfolio.”

— Stefan Hütter, BI Systems specialist,
PATRIZIA

Reduced complexity and increased reliability

By moving to a managed service solution operated by the IBM Operation Center in Erfurt / Leipzig, PATRIZIA has reduced its IT complexity. Business executives now have a single point of contact to discuss all the challenges, and new requirements.

“In the past, we operated our systems in-house,” says Stefan Hütter. “The IQ Solution and IBM service greatly improves the reliability and availability of our business applications, an essential component in our drive to offer the best possible customer service. The operations team provides professional service and project management and allows us to quickly adjust our IT to changing requirements, so we can align business and IT much better.

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About IQ Solution

IQ Solution GmbH is an IT service provider with certified consultants in various offices across Germany and one location in Austria. The company develops comprehensive IT solutions for medium sized customers in all industries, including the public sector. IQ Solution specializes in infrastructure systems, business services and full-service solutions. The company supports customers throughout the entire IT project from planning to production.

To learn more about products, services and solutions from IQ Solution, please visit www.iq-solution.com

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