LSH AUTO

LSH Auto Cruises Into The 'Fast Lane' With Digital Transformation Journey

Client
LSH Auto

Scope of work
Managed Services

Industry
Automotive Retail

About the Client

LSH Auto is a global premium automotive retail group and the leading dealer of Daimler, AG and Mercedes Benz.

Based in Germany, the company's global business footprint covers over 240 outlets in more than 110 cities across seven markets: Mainland China, Taiwan Region, South Korea, Germany, the United Kingdom, Cambodia and Australia.

Overview

LSH have 11 Australian outlets across Sydney, Brisbane and Melbourne with 520 local employees. They run a lean operation with a high reliance on IT to drive digital transformation and innovation.

A recent rapid expansion required all Australian dealerships to move to one IT network quickly, without business interruption. There was also a need to bolster security, improve scalability and enhance the customer experience.

Fast Facts

- Infrastructure and endpoint upgrade
- Hybrid cloud migration
- Internet links and Wi-Fi infrastructure
- Private cloud infrastructure
- Active directory and email platform
- Enhanced security posture

Problem

When the Australian outfit experienced rapid expansion following a successful acquisition, there was a pressing need to bring all dealerships onto the one IT network quickly, without business interruption. Every risk had to be considered and mitigated ahead of time to ensure business continuity during the transition.

What's more, each state required significant network upgrades and came with its own unique set of regulations and reporting requirements for the IT team to bear in mind.

One of LSH Auto's goals was to enable the in-house IT team to be less reactive to the IT infrastructure maintenance and the routine burden of IT operations. By eliminating unnecessary complexity and reducing avoidable roadblocks, the team could be more proctive and have an invigorated focus on customer experience.

Security was also a major concern. With security traditionally controlled through Germany, and no data sovereignty framework or adherence to local compliance legislation, there was a pressing need to bolster security at the Australian arm of operations.

atturra

1300 315 259
www.atturra.com
managedservices@atturra.com

LSH AUTO

"Working with Atturra Managed Services is a shared experience and they're invested in our success – they function as an extension of our team. The technology environment they've created for us has also led to a more productive workforce and increased staff morale."

Alex Wong, Head of IT, LSH Auto

Solution

After reviewing LSH Auto's existing setup, Atturra Managed Services advised on a comprehensive, yet timely cloud transition plan. This 'fit-for-purpose' solution runs via a mix of on-premise, colocation datacentre and private cloud, underpinned by HPE server and storage infrastructure. The solution was designed to address LSH Auto's immediate business continuity needs, while also creating a bridge for future transformation.

Each site required a significant upgrade to HPE Aruba network infrastructure, endpoint devices, as well as the procurement, configuration and installation of HPE on-premise server infrastructure.

The Atturra Managed Services team had a 24-48 hour period over a weekend to complete this component of the project, ensuring minimal disruption to the business during their regular trading hours, and that all systems were back up and running for the start of the work week.

The project team operated at full speed - working on the necessary upgrades, performing a hefty data transfer, and implementing the workload management migration to the new hybrid IT environment.

In a multi-layered approach to security, Sophos endpoint security protection and highly redundant cloud-based Check Point firewalls are now operational.

"We have continued to bolster and improve their security over time to ensure a multi-layered security approach," according to Atturra Managed Services Chief Information and Security Officer (CISO), Kevin Koelmeyer.

"Due to the unique auto dealer regulations and reporting requirements for different states, we had to customise each CRM implementation for each location," Koelmeyer explained.

"But Atturra Managed Services got down to business and worked collaboratively with each site (and the required software vendor) to ensure a smooth transition took place."

Meanwhile, connectivity and uptime guarantees (as part of the agreed SLA) also had to be navigated. In that vein, each location was transitioned onto new Internet links and upgraded to HPE Aruba infrastructure, which allowed for redundancy.

Additionally, newly installed Wi-Fi infrastructure had to ensure every device was connected from day one. Where possible, legacy hardware was integrated into the transition to maximise resources and extend the useful life of existing IT investments.

On the security front, the company adopted a private cloud infrastructure to securely migrate its data, and also created a new active directory and email platforms (on-premise email protection was previously on-board).

"For me, the Atturra Managed Services team are big enough to deliver and small enough to care," said Alex Wong, Head of IT at LSH Auto. "They are the right fit for our business. They are their own ISP, they have tech talent and purchasing power, and we are not like a drop in the ocean for them."

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"Having things work is the foundation of my role and the value-add Atturra Managed Services provides is that they are able to help us with our strategic goals and enhance our business."

Alex Wong, Head of IT, LSH Auto

Outcomes Achieved

The Atturra Managed Services solution addressed LSH Auto's immediate business continuity needs, while also creating a bridge for future transformation.

No longer are the IT team having to react to daily maintenance and operation issues. By removing the burden of IT complexities such as patching applications onto the legacy system (an expensive and time-consuming exercise), LSH Auto now experience greater IT agility to deliver innovative new services and digital transformation that enhances customer experience.

Atturra Managed Services are also performing all IT infrastructure setup and services for a new vision of the business, LSH Property.

On the security side, LSH Auto now enjoy multi-layered protection.

"What used to keep me up at night are cyber security threats and making sure systems are not compromised," Wong said, revealing he now rests easy thanks to the ongoing relationship with Atturra Managed Services as adviser and partner.

"You can't match the skills of a dedicated solutions provider, so choosing a provider like Atturra Managed Services gives you access to the best of the best."

Technologies

– Upgraded HPE Aruba network infrastructure

– HPE on-premise server infrastructure

– Sophos Endpoint security protection

– Check Point cloud-based firewalls

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