QUICK START AT SHARE NOW

SERVICES
- End user
- Integration & Migration Services
- Support & Maintenance Services

USER EXPERIENCE
- Quick access to new features
- Greater agility and mobility
- Better communication and collaboration

BUSINESS IMPACT
- Standardisation
- Reduced administration costs
- Cost reduction
- Improved financial management
- Simplified life-cycle management through leasing concepts

With MacBook and iPhone, new employees at the car-sharing provider are ready to work from day one

OBJECTIVE
SHARE NOW was created from the merger of car2go and Drive Now, and the new carsharing service provider needed a flexible, scalable IT infrastructure at locations throughout Europe. The guiding principle was the cloud-only strategy: the company did not want to buy solutions, but to follow the principle of its own business model, using them as a consumer and renting resources flexibly. To attract the best specialists, SHARE NOW also wanted to provide a modern IT workstation.

SOLUTION
SHARE NOW has developed a modular solution with partners Computacenter, Apple, Jamf, Okta and Google. It is based on an end-to-end approach to equip new employees directly with a MacBook and iPhone during onboarding, and gradually replace existing systems. The technical solution is identity management from Okta, Google Suite for collaboration and Jamf for device management. Office 365 ensures compatibility with legacy documents from the previous IT landscape.

OUTCOME
SHARE NOW is independent of hardware and software and can assemble and equip teams very quickly. From their first day at work, new employees have access to a secure and immediately operational IT infrastructure, which is particularly attractive thanks to modern Apple equipment. Its modular structure means that the solution can be changed at any time, scaled and extended and adapted to new requirements. The leasing model ensures that costs and technological development are always in harmony.

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> **Erik Bak-Mikkelsen,**
> **Head of Cloud Operations**
> **SHARE NOW**
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OBJECTIVE

Aiming for a modern cloud-based infrastructure

SHARE NOW was created by the merger of Daimler's car2go with BMW's DriveNow. Now the carsharing provider had to integrate a standard, straightforward and high-performance software and hardware solution for its employees at locations throughout Europe. SHARE NOW has equipped its employees in seven countries - including Italy, Austria, France, Spain and the Netherlands - with the new solution.

In the 'war for talent', the company needed a state-of-the-art IT architecture. The carsharing service provider paid particular attention to a cloud-only strategy. SHARE NOW did not want to own any solutions, but only to consume them and thus follow their own business model. The company's carsharing philosophy is that no customer owns a car any longer, but that people will use their app to reserve, unlock, drive and park a car.

One of the biggest challenges was to provide the required end user devices with a short lead time for the onboarding of the employees at the respective locations. SHARE NOW was still in the planning phase during the project, so at the beginning it was not clear how many employees would be hired and how many devices would be needed at all. In the end, they sometimes needed up to 100 devices simultaneously, all over Europe. An additional challenge was that the required Internet bandwidths are far from being consistently and reliably available in all European cities.

SOLUTION

A comprehensive approach

Computacenter had already implemented a solution for digital workstations based on MacBooks and iPhones for car2go. The newly founded joint venture SHARE NOW also wanted to pursue this Apple-only strategy. The first joint discussions with Apple, Jamf, Okta, Google and Computacenter took place as early as 2018 and the foundations for cooperation were defined. On this basis, Computacenter defined the framework for the project. This included the exact specification of the required MacBooks and iPhones, as well as the accessories and associated services to ensure a smooth introduction and secure operation.

The end-to-end approach was always at the forefront: "We created the complete system landscape together with Computacenter, Apple and Apple Financial Services - from hardware and software to services and implementation ," reports Erik Bak-Mikkelsen, Head of Cloud Operations at SHARE NOW. "Computacenter particularly supported us in the analysis, design and implementation".

The solution is based on identity management from Okta, the Google Suite for collaboration and Jamf for mobile device management (MDM). Office 365 ensures compatibility with the legacy documents from the previous IT landscape. The Apple devices are leased. SHARE NOW uses cloud services and thus connects all systems without having hardware or software licenses. "High-performance IT equipment is very important to us. We also want to use the same equipment as our customers," explains Erik Bak-Mikkelsen. "The device logistics is best supported by our partners Apple and Computacenter".

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High-performance IT equipment is very important to us - also to use the same equipment as our customers. We operate our fleet in many cities around the world and have numerous colleagues on site. The logistics of the equipment is best supported by our partners Apple and Computacenter.

**Erik Bak-Mikkelsen,
Head of Cloud Operations
SHARE NOW**

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OUTCOME
All employees ready for action from the first working day

Between April and December 2019, approximately 650 MacBooks and iPhones were launched at eight German and six other European locations. Thanks to close cooperation between Computacenter and Apple, the devices were always available at the right time when a new employee was hired – having correctly planned for the procurement process duration. All devices are rented through Apple Financial Service and the leasing period corresponds to the lifetime of the device. So, the cost framework is always in line with the technology. The modular solution means it can be exchanged and adapted to new conditions at any time.

Computacenter was in close contact with SHARE NOW and all partners during the whole time. This enabled the IT service provider to optimize the iPhone lease price during the ongoing project. When a MacBook version was discontinued, Computacenter ensured that SHARE NOW received the replacement model without longer delivery times and at attractive prices.

All devices are assembled and delivered remotely from Kerpen. New employees receive a user enrolment guide with their new devices, log on to the devices and can get started immediately. "In the beginning everything was new", reports Julia Feierabend, Assistant at SHARE NOW in Berlin. "But after working with the Mac for a week, it was super easy. After a seamless transition, it's just fun to work with the Mac."

All necessary coordination is usually carried out by telephone or video conference, including with the employees at the European locations. And if a device should ever fail, Computacenter provides a replacement device within one day in Germany and within two days in Europe.

ABOUT SHARE NOW

SHARE NOW is a carsharing provider of the automobile companies BMW and Daimler. With SHARE NOW, the formerly competing providers car2Go and DriveNow form a joint carsharing service. The company offers so-called free floating carsharing in 25 urban areas in 14 countries with around 20,000 vehicles. Vehicles can be rented on a per-minute basis, freely distributed in these urban areas and tracked by smartphone. SHARE NOW has over four million registered customers worldwide.

MORE INFORMATION

To find out more about our cloud services and read more customer case studies, please visit
www.computacenter.com