



BITBURGER BRAUGRUPPE STARKE MARKEN

"The users don't recognize any difference between the original and the optimized file."

Joachim Schmitz
IT Service & Communication
Bitburger Braugruppe GmbH

Key Highlights

ORGANISATION:

Bitburger, Premium Brewery Group

INDUSTRY:

Food and Beverages

CHALLENGES:

- Email Size Limitations
- Various Email Clients (Lotus Notes & MS Outlook)
- Increasing Storage Requirements

SOLUTION:

FILEminimizer Office companywide client licensing with Microsoft Outlook and Lotus Notes Integration
FILEminimizer Server

ACHIEVED RESULTS:

- Bandwidth Reduction
- Reduction of Email traffic
- Employee Productivity Increase
- Massive Storage Space Reduction

MS Outlook and Lotus Notes Compression with FILEminimizer Clients and Storage Space Reduction with FILEminimizer Server – a winning combination!

The Bitburger group, Germany's Premium Group No. 1, uses in all locations a company-wide installation of FILEminimizer clients which compress Office file attachments directly before sending out via the integration in MS Outlook. In a sister company with a Lotus Notes environment, the clients have been rolled out with the integration into the Lotus Notes client. Additionally, FILEminimizer Server has been implemented to reduce the data volume of Office files on file servers.

CUSTOMER PROFILE

The Bitburger Braugruppe GmbH is Germany's Premium Group No. 1 in the beer market. Since 2007, the strong Premium brands Bitburger, König, Köstritzer, Wernesgrüner and Licher act jointly together on the German beer market under the Bitburger Braugruppe holding.

CUSTOMER CHALLENGE: COMMUNICATION AND STORAGE BOTTLENECKS

Employees at Bitburger use regularly PowerPoint, Word and Excel to create presentations, documents and spreadsheets for internal and external use. In departments like Marketing or Sales, the use of images, graphics and other media material led to the creation of MS Office files of enormous size with some files exceeding a file size of 100 MB. Apart from the growing need of storage to save these MS Office files, it was impossible to send such files via Email to customers or other colleagues. Also, big MS Office file attachments led to congested Email inboxes. Due to Email attachment size limitations, the employees frequently consulted the IT helpdesk and invested themselves valuable time in trying to use unconventional methods to be able to send large files via Email. As well, a solution to optimize the existing data volume of MS Office files on servers was needed.

THE SOLUTION

After a thorough market analysis, Bitburger evaluated several solutions and decided to implement a companywide license of FILEminimizer Office for all employees of the group as well as for the implementation of FILEminimizer Server.

BUSINESS BENEFITS

The balesio solution compresses MS Office files by 50-90% while preserving the file quality as well as the native file format. Thus, editing and viewing a PowerPoint files is guaranteed at any stage as no decompression is necessary. Also, it is easier for each employee to send Emails with MS Office attachments, as Email size limitations are not an issue anymore. Each employee saves valuable time while sending MS Office files via Email and is a lot more productive. Thanks to the high optimization rates, bandwidth usage is improved and Email traffic is significantly reduced. FILEminimizer Server optimizes MS Office files directly on the company's file server and helps to save storage space on file servers, to reduce backup times and to save on storage costs.

BUSINESS BENEFITS

Bitburger deployed the software incl. the MS Outlook Add-in in their existing CITRIX environment fast and effortlessly so all employees at Bitburger can use the benefits of

Success Story



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“The acceptance of the software is extremely high, because the compression is done without any visible quality loss”

Werner Schwarz
Lotus Notes Engineer
Bitburger sister company

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FILEminimizer. „We had absolutely no problems with the installation of the client version of FILEminimizer in our company“, confirms Joachim Schmitz, responsible for the communication systems within Bitburger. In the sister company, which uses Lotus Notes as the Email-Client, FILEminimizer Office incl. the Lotus Notes Add-in could also be deployed without any problems.

At Bitburger FILEminimizer Server is used in addition to optimize MS Office files centrally on file servers. Joachim Schmitz: „As for the FILEminimizer Server version, balesio was very fast in providing a specially needed feature for Bitburger’s storage environment and delivered a perfect product for our needs.“

USER EXPERIENCE AND ACCEPTANCE

The software is now working both in the MS Outlook and in the Lotus Notes environment and is compressing reliably and well all MS Office attachments directly before sending them out. „The acceptance of the software is extremely high, because the compression is done without any visible quality loss“, explains Werner Schwarz, who was responsible for the installation of FILEminimizer in the Lotus Notes environment in the sister company. „The users don’t recognize any difference between the original and the optimized file.“, adds Bitburger’s Joachim Schmitz. Within the whole Bitburger Group, no user difficulties and no support requests for FILEminimizer Office were registered. The intuitive, easy-to-use Software could be used from day one without any prior employee trainings.

RESULTS

The Bitburger Group is very pleased with the results. The high acceptance by the users ensures that the solution is now used every time a MS Office file is sent via Email. The result is a significant decrease of the size of Email inboxes as well as a constant decrease of the storage usage of Email Servers both in the Lotus Notes and in the MS Outlook environment.

With the server version FILEminimizer Server, optimization rates of on average beyond 50 % are constantly achieved, resulting in a gain of half of the currently used storage capacity on Servers. This leads to a continuously improved storage performance and to impressive cost advantages for the whole Bitburger Group.

SUMMARY AND OUTLOOK

The whole Bitburger Group is very happy with the investment in both the company license of FILEminimizer Office and the server-based storage solution FILEminimizer Server.

The next step is also already done: The whole Bitburger Group will implement the newly developed technology by balesio to compress image files in the formats JPG, TIF, GIF, PNG, BMP and EMF both in the company license and in the storage solution of FILEminimizer.

Disclosure: Bitburger has implemented the new solution to compress image data in the meantime as well.