

MERCEDES BENZ SUCCESS STORY



Mercedes Benz USA (MBUSA) is the United States arm of the global automobile manufacturer Daimler Chrysler based in Stuttgart, Germany. Daimler Chrysler employing 384,724 with manufacturing facilities in 17 countries and selling automobiles in 200 countries was founded in 1936 as Daimler Benz AG but has 120 years of automotive history.

The initial discussions between IBM and MBUSA began in late 2004 looking at the opportunity to reduce ISV software costs. The first step included more detailed discussions and then product presentations and demonstrations in the February 2005 timeframe. This led to an IBM proposal to MBUSA to address the cost reduction requirement

The software solution was refined and finally the software order was placed in June 2005. The services Statement of Work was assembled and the migration Project Kickoff occurred on August 4, 2005. The initial product migrations to Automated Tape Allocation Manager, Global Resource Serialization and Tivoli Storage Optimizer were begun in August. The next migration began with an onsite detailed demonstration of IBM's Software Configuration Library Manager scheduled in November 2005. The final product migration to IBM Session Manager was begun in March 2006.

The Software Migration Project Office (SMPO) team and the Mercedes Benz technical team focused on the following migrations from an ISV vendor:

- Automated Tape Allocation Manager (ATAM) for tape sharing
- Global Resource Serialization (GRS) for resource sharing
- IBM Tivoli Storage Optimizer for storage resource monitoring
- Software Configuration Library Manager (SCLM) for application development capabilities
- Session Manager for multi-session access

The migrations were completed at the Mercedes Benz site in Montvale, New Jersey on the defined schedule by June 2006 and the Mercedes Benz indicated they were very satisfied with the software product migrations.

This is an example of one customer's experience with IBM products. IBM does not guarantee comparable results. All information was provided by the featured customer.