

At Carlsberg, a better tomorrow is cloud-based

Deploying HP Provisioning Services elevates the employee onboarding experience while delivering efficiency, security and sustainability benefits



INDUSTRY:
Beverage



COUNTRY:
Denmark

Objectives

- Adopt cloud management for a digital workplace
- Elevate the user experience
- Enable fast and easy onboarding for new employees

Approach

- Implement Modern IT with HP Device Provisioning Services to meet local needs
- Standardize computing fleet to meet the demands of different end-user groups

Business Outcomes

- Simplify onboarding with ready-to-use devices on day one
- Streamline provisioning and save 30 minutes per device
- Ease the burden on IT to focus on innovation and critical business
- Enhance support with remote capabilities
- Improve device security with automated updates
- Realize environmental benefits with reduced packaging and recycling from HP

38,000+

staff worldwide

150

markets served

Objectives

An ongoing search for operational excellence

Founded in 1847 in Copenhagen, Carlsberg is a Danish multinational brewer with a global presence. Along with its own flagship brand, Carlsberg owns over 140 beer brands—including international names such as Tuborg, Kronenbourg and Holsten—that span local, craft, premium and alcohol-free brews. Carlsberg employs some 38,000 people in three operating regions—Northern and Western Europe, Eastern Europe and Asia—and serves a total of 150 markets.

Carlsberg is a business with strong principles and a culture created around helping build a better today and tomorrow. “This includes giving back to society, and every part of the company and supply chain is expected to play its part,” says Tim Lauridsen, Director of the Global Digital Workplace at Carlsberg. Carlsberg has an ambitious Together Toward ZERO program to support its Environmental, Social & Governance strategy. The company has identified specific goals and actions to deliver results toward a net zero target, and it chooses to work with like-minded companies that share its commitment to be a force for good in the world.

“IT has a crucial role to ensure we have stable operations and we want to work proactively to help find solutions to drive the business forward,” says Oleksii Giriiiev, ServiceNow Architect at Carlsberg. “From an IT perspective, it’s important for us to implement new innovative solutions to actually support Carlsberg in growth.”

This quest for innovation runs very closely with the long-standing culture at Carlsberg to run lean and agile IT operations. Oleksii Giriiiev and the IT team established objectives for the digital workplace.



“We spend a lot of time focusing on our customers, the consumers. It’s also important to have the same kind of focus on our employees as well.”

Tim Lauridsen
Director of the Global Digital Workplace, Carlsberg



Elevating the employee experience

The first objective was to elevate the onboarding experience for all users. By achieving this goal, the company could increase workforce productivity—for new employees in particular—with fast and seamless computer device set up.

Approach

New strategies for provisioning

Carlsberg joined with HP, its long-trusted IT vendor, to plan and implement innovative and effective cloud solutions to streamline device provisioning and management. “We were already working with HP as our global partner for procuring laptops, headsets, display monitors and other hardware and peripherals, so it was a natural first choice,” explains Oleksii Giriiev. “We discussed our expectations and understood that HP had the technology and expertise to help us implement our goals.”

The company selected HP Device Provisioning Services and Windows Autopilot as the streamlined solution to handle the initial provisioning process, making onboarding easy for employees and the IT team. This collaboration with HP and Microsoft includes an ongoing upgrade on Windows 11 Enterprise¹. A new onboarding process involved creating a simplified self-service set up for employees to be productive in 15 minutes or less. Windows 11 Enterprise further enhances security, providing additional protection and management benefits on top of native security features found in HP device hardware.

Zero-touch deployment with HP Device Provisioning Services and Windows Autopilot brings an easy, step-by-step and personalized device set-up experience to users. Carlsberg ran a pilot in the Asian region to test the concept’s effectiveness in a real-world environment, where internet bandwidth is often challenging. Having the ability to onboard users remotely is a great help in getting employees up and running. The remote process during the pilot was a real benefit in this region and feedback was very positive.

On top of the basic provisioning, some users may need different or additional applications. “We can specify different sets of applications within the pre-provisioning process,” explains Oleksii Giriiev. “These could be market- or function-specific applications that are pre-uploaded so users can access them right away as needed.”

“The user feedback is great. One user said it works very fast and is like magic. HP works to help us bring the best onboarding process our employees have experienced! We are happy to have HP with us on this journey.”

Oleksii Giriiev
ServiceNow Architect
Carlsberg

Solution at a glance

HP Services & Solutions
Device Provisioning Services

HP Hardware
EliteBook Series NoteBook PCs
ProBook 400 Series NoteBook PCs
EliteDesk Series Desktop PCs

Software
Windows 11 Enterprise
Windows Autopilot

30

minutes per device in IT operations savings

20,000

devices for deployment

Business Outcomes

Defining a new set of standards

HP Provisioning Services succeeds in achieving multiple goals for Carlsberg. HP Provisioning Services supports new employees with simple onboarding to get them ready for work within minutes of arriving.

“When new employees come to the office, they go straight to our onsite support staff who simply hand everything over to them in a box,” Oleksii Giriiev explains. “It’s actually quite exciting for them; nobody has touched this device before, but it’s ready to open up and use.”

At the same time, the IT team can focus on critical business. The time saving averages around 30 minutes per device in set-up time alone.

“For our sales team, we improve their experience. Previously, they could be driving for 300 kilometers to an office to get support,” Oleksii Giriiev explains. “Now, it’s much faster and easier to get their devices up and running.”

Now, a computer can be sent directly to the home address of the user. If a user has any kind of issue, the IT team can manage devices remotely. For a business with over 38,000 employees and some 20,000 computer devices needed for employees either when they start work or when existing models reach end-of-life, this represents a significant gain in efficiency.

“The user feedback is great; one user said it works very fast and is like magic,” Oleksii Giriiev adds. Users just unbox a brand-new computer, login and everything needed is already there to start working. “HP works to help us bring the best onboarding process our employees have experienced! We are happy to have HP with us on this journey.”

“We spend a lot of time focusing on our customers, the consumers,” says Tim Lauridsen. “It’s also important to have the same kind of focus on our employees as well.”

The next target for Carlsberg is to have computers provisioned and sent by HP directly to new employees’ homes ahead of their starting date. “That’s our ‘nirvana’ process,” Oleksii Giriiev explains.

Tim Lauridsen concludes, “We’ve learned that we really don’t know what to expect tomorrow, so reliable IT that we trust to support us is extremely important.”



Secure printing



Sustainability
improvements

Carlsberg operational excellence extends to print environment

Carlsberg sought a more sustainable and equitable technology footprint by looking for opportunities to reduce print waste and automate print cartridge recycling. Carlsberg expanded its work with HP to help identify new print solutions for consideration. This would include new ways to help establish printing security for document privacy and new possibilities to help deliver results toward the company's net zero program.

A pilot deployment of HP was put in place and then purchased². On top of meeting initial networking and security requirements, the pilot covered 12 printers—10 in Copenhagen and two in Paris—that enable a pull printing workflow.

"We aim to help people work in the smartest ways possible, and HP Secure Print and Insights makes the printing process super easy for the end user," says Joakim Wennerbäck, Service Manager for Sweden and Denmark at Carlsberg. "You send a job to your printer of choice, go to that printer and sign in with your ID badge or mobile phone if you prefer, and press print. It works splendidly for us."

Joakim Wennerbäck is enthusiastic about HP Secure Print and Insights, noting that it reduces printing and paper waste and the related costs. Unwanted print jobs can simply be canceled or purged before they're printed, eliminating unnecessary printing. The availability of HP print cartridge recycling ties in neatly with Carlsberg sustainability objectives.

"Working with HP helps us give the end user a great experience," Joakim Wennerbäck says. "HP Secure Print and Insights is easy, adds security and we can measure the cost savings and environmental gains as well. It's four benefits in one. It was also simple to set up and the support from HP was great. There is no question that this is the future for Carlsberg."

Learn more at hp.com/WorkforceSolutions

"We aim to help people work in the smartest ways possible, and HP Secure Print and Insights makes the process super easy for the end user."

Joakim Wennerbäck
Service Manager for Sweden and Denmark, Carlsberg



Print Solution at a glance

HP Services & Solutions

Secure Print and Insights

Recycling Services

HP Hardware

LaserJet Enterprise 700/800 series printers

Print Outcomes

Enhance print security

Eliminate uncollected printing

Reduce print waste and costs



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¹For information on Windows 11 Enterprise upgrades and system specifications see: www.windows.com

²The printing pilot discussed in this document was provided to the customer entirely free of charge.

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