# Die Zeit Meets IT Deadlines Using Accurate Asset and Software Data with HEAT LANrev

**DIE ZEIT**

## COMPANY

**Name:** Die Zeit
**Location:** Hamburg, Germany

## SOLUTION

HEAT LANrev

## PROFILE

Die Zeit is a German national weekly newspaper with circulation of 488,036 and an estimated readership of slightly more than two million, it is the most widely read German weekly newspaper. The publishing house, Zeitverlag Gerd Bucerius in Hamburg, is owned by the Georg von Holtzbrinck Publishing Group and Dieter von Holtzbrinck Media.

**www.zeit.de**

## BACKGROUND

Approximately 450 editors research and write daily in the Hamburg newsroom of Die Zeit. In addition there are 100 staff working on layouts and another 100 in the administration and advertising department. Meeting the IT needs of this diverse staff was a major challenge for the IT department.



"With HEAT LANrev we have found the right endpoint management solution to meet all our needs. This solution provides us with the flexibility and security we require."

Mirko Hoppe, Chief Administrator

## THE CHALLENGE

In 2009 the IT team needed to upgrade two components of their Mac deployment – move to Mac OS Snow Leopard and from Adobe Creative Suite 2 to CS4. With their existing infrastructure, the IT team would have to manually make updates to each Mac in the deployment.

## THE SOLUTION

The IT team decided to look for a solution that would automate these updates and provide accurate asset tracking. After reviewing several solutions they chose HEAT LANrev.

"We evaluated a variety of solutions looking at price and features, and in the end HEAT LANrev was clearly the best option for us," says Hoppe. With HEAT LANrev, Hoppe and his team are able to create user groups and provide unique software packages for each group. For example, the editorial staff uses a different software package than the layout staff. HEAT LANrev has created significant efficiencies for the Die Zeit IT team, including the automation of time-consuming and previously manual maintenance work, as well as the ability to push out new software and updates after office hours to ensure no impact to end user productivity.

Additional savings have been achieved by effective management of software licences. Instead of purchasing additional licences, the team can track licences assigned but never used and reallocate them.

"Staff are no longer bothered with confirming the EULA terms and conditions and underutilised software is redistributed. This makes license management cheaper," reports Hoppe.

Following their successful experience managing Mac computers, Die Zeit extended HEAT LANrev to management of iOS devices. With its direct integration to the company's Active Directory, users are able to immediately configure their phones and tablets to the specifications of their role simply by entering their network username and password. HEAT LANrev automatically deploys Die Zeit's own app, network access configurations, fully configured Exchange email and more. IT has become the "path of least resistance" for users to get the tools they need to be productive, while also enforcing company standards on managed devices.

## THE RESULTS

**AUTOMATED WORKFLOWS FOR IT EFFICIENCY**
Department specific software packages are automatically distributed.

**END USER PRODUCTIVITY**
Software updates are automated and scheduled after office hours to avoid work disruption.

**COSTS REDUCED**
Software licences are effectively managed, reallocating under-used software.

**HEAT Software USA Inc.**
490 N. McCarthy Blvd. Milpitas, CA 95035 USA
P. +1 800.776.7889 or +1 408.601.2800