



## Portfolio of Competences



## About us

The H&D Portfolio

Our Partners

Excerpt from our Customer List

References

# About us

- H&D is a leading IT service provider with a comprehensive portfolio
- An owner-managed company, H&D provides services at premium quality and attractive prices
- The corporate headquarters are in Wolfsburg; H&D has more than 20 national and international company sites (Czech Republic, USA, Mexico) and realizes projects worldwide
- 1,300 employees achieved a turnover of more than 60 million EUR in 2010
- Hönigsberg & Düvel Datentechnik GmbH is an accredited ITIL® academy
- H&D cooperates with leading technology partners  
H&D is a partner of the Microsoft System Center Alliance
- The Hönigsberg & Düvel Datentechnik GmbH is certified according to ISO 9001:2008, ISO 20000-1, ISO/IEC 27001
- In 2011 H&D was awarded the "TOP JOB" certification and is therefore regarded as one of the best employers in Germany



# The H&D Story



**2011** Competence Center for Cloud and Mobile Computing

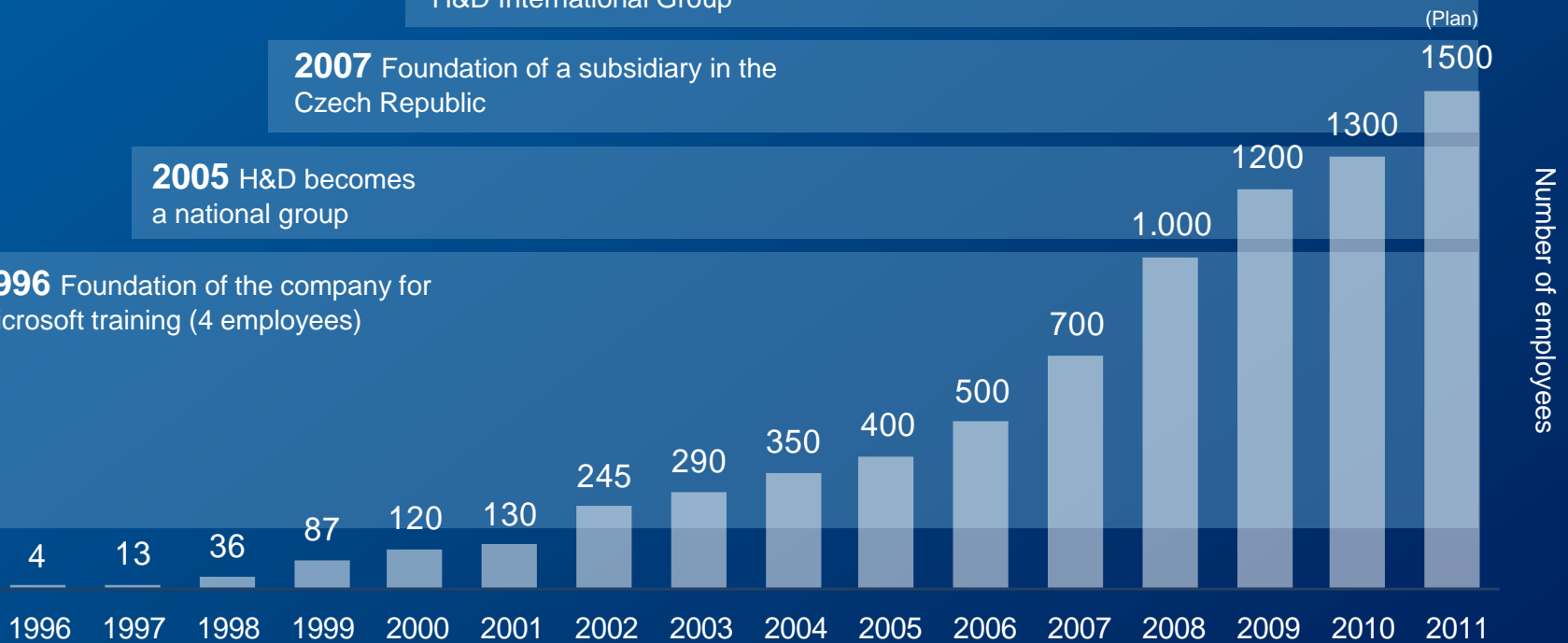
**2010** Foundation of subsidiaries in the USA and Mexico

**2009** Foundation of H&D International Group

**2007** Foundation of a subsidiary in the Czech Republic

**2005** H&D becomes a national group

**1996** Foundation of the company for Microsoft training (4 employees)



# H&D is continuously growing



- Lünendonk Lists, May 2011:  
H&D is ranked in the top 25 IT service companies in Germany
- IT service provider in the german automotive industry, May 2011:  
H&D is ranked 10<sup>th</sup> by “Automobilwoche“
- IT service provider in the automotive industry, September 2011: H&D is ranked 11<sup>th</sup> by „automotiveIT“
- Top 25 system houses in Germany, September 2011:  
H&D is ranked 24<sup>th</sup> by the “ChannelPartner” magazine
- Results of customer satisfaction survey by the “ChannelPartner”  
an “Computerwoche” magazine, September 2011:
  - H&D is ranked on the list of recommendation 12<sup>th</sup> of the 33  
best IT service provider in 2011
  - In the field “application and software development” H&D is  
ranked 3<sup>rd</sup>







About us

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# Our Portfolio: Managed Services – Projects – Solutions



IT Consulting Services and Project Management



Management Services



Server and Infrastructure Management



Managed Service Desk



Workplace Management



Software Development



SAP® Solutions



CAx Engineering



Training Center

Consulting & Projects

IT Service Management

Managed Services & IT Support

Software Development & Solution

Human Resources Development



# IT Consulting Services and Project Management

- Analysis, concept and implementation of IT service management processes and services according to ITIL® V3
- Maturity level analyzes and benchmarks according to ITIL®, COBIT© and BSI
- Implementation of IT Governance and IT Compliance, e.g. with COBIT©
- Implementation of Application Management - best practices according to ITIL® and ASL
- Security Management – BSI
- IT cost optimization
- Business Continuity Management

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ITIL® is a registered trademark of OGC



# Management Services Consulting and Implementation Projects

- Business Consulting - analysis, conception , rollout of business processes
- compilation of studies, conceptions and process modelling
- Risk review and deviation of quality standards
- reduction of complexity and simplification of business processes
- international and national project coordination and communication
- Professional Services - effective and efficient support by providing test resources or takeover of staff- and line functions



# Server and Infrastructure Management

- Service management and controlling for complex IT requirements
- Creation of concepts and operation of high availability requests (failover and fault tolerant technologies)
- Operations and management
  - Windows, Linux and Unix server systems
  - SAN and NAS solutions from different manufacturers
  - Microsoft infrastructure environments
  - Storage management for backup
  - Operation of middleware and databases
- Virtualization, public and private cloud support services
- Dynamic IT management with focus on Microsoft and HP technologies, including their integration





# Managed Service Desk

- Construction, implementation and operation of service desk
- Shared and on-site service desk
- Customized services (SLAs)
- Service optimization (development of call-avoiding strategies, process optimization)
- Support of leading service desk tools
- Effective and efficient support of IT services and business activities



# Workplace Management – Description

- Flexible modular design
  - Universal
  - Business specific
  - Role and/or function specific
- Complete concept for
  - Software Asset Management
  - Service Desk Integration
  - On-site Support & Engineering
  - Service Level Management
  - Server & Rollout Management
  - Client Provisioning
  - Service Operation
  - Continual Service Improvement
- For medium and large-sized companies



# Workplace Management – Procedure

- Method-supported transition from “grown” structures to business oriented standard and custom services
- H&D’s own implementation model for the optimization of hardware (assets), software and services
- Reduction of complexity and simplification of business processes
- Readiness for cloud technologies, mobile computing, unified communications and virtualization
- The H&D service management model (best-practice approach) ensures the customer-side project management and a sustainable service quality





# Workplace Management – Profit

- Fulfilment of individual requirements for specific target groups
- High customer and user satisfaction
- Access to information and processes (mobility) at any time and any place
- Web interface (portal) for demand-oriented, location and device independent access and for required services
- Proven security concept
- Improved availability through virtualization
- High transparency through reports using key performance indicators (KPI)
- Significant decrease in operating costs





# Software Development I

- Individual software development – using all common programming languages, development environments, databases and tools
  - Microsoft .NET, e.g. C#, VB.net, ASP.net
  - Java (J2EE / JEE), e.g. With Frameworks Struts, Spring, SEAM
  - C / C++, VB, Python, etc.
  - Interfaces / middleware: e.g. Web services / SOAP, WebSphere MQ
  - DB design and development, e.g. Oracle, MS SQL, DB2, MySQL
- H&D quality
  - Project management and development processes according to CMMI DEV 1.2
  - Quality assurance according to ISTQB
- Application Management Services (AMS) over the entire software lifecycle





# Software Development II

- Re-engineering of legacy systems
- Technical connection of backend systems (databases, mainframe and server applications) to internet applications and mobile services
- Business process analysis and modeling with UML, ARIS, etc.
- Web design with nearly all common tools
  - HTML, CSS, JavaScript, Ajax, PHP, etc.
  - Apache / Tomcat (LAMP) or MS IIS
  - Content Management with Day, Vignette, TYPO3
  - Online shops
- Own product development **HuD/INVENT®**
- Nearshore development center, offshore resources



# SCQA (Service Center Quality Assurance)

We offer our experience in quality assurance in software development to you as an independent service; selectively or as a fully managed service:

## ■ Basic services

- Review of specification documents
- Test concepts and test planning
- Test case generation
- Test execution

## ■ Additional services

- Final tests
- Test data generation
- Test automation
- Support for going live



- SAP consulting over the complete lifecycle of the solution
- SAP development (ABAP/4, ABAP OO development, WebDynpro)
- Connection to partner systems, individual developments
- SAP application services with processes according to ITIL® V3 standards
- SAP service desk (24/7)
- SAP solutions
  - SAP ERP
  - SAP for Automotive
  - SAP CRM (Customer Relationship Management)
  - SAP SRM (Supplier Relationship Management)
  - SAP HCM (Human Capital Management)
  - SAP BI (Business Intelligence)





## ■ CAD systems

- CATIA© V4, V5
- Pro/E© / Wildfire©

## ■ System management

- UNIX© (Linux, AIX, HPUX, IRIX, ...)
- Microsoft Windows, Server 2008

## ■ Product data management (PDM/TDM)

- PDM / TeamCenter©, ECA / Windchill©

## ■ Digital factory

- DELMIA© (Dassault Systems), emPlanner (UGS/Tecnomatics)
- ProcessPlanner, ProcessDesigner





- Digital Mock Up (DMU) and/or virtual backup of products
  - Creation of structures
  - DMU in vehicle construction
  - DMU for calculators
- Production planning and process control, e.g. in prototyping
- Virtual technologies (VTO, VR, 3D visualizations)
- CAx project management
- Logistics / scheduling / supplier coaching
- (Engineering) technical services





# Training Center



- Training at an accredited training center
  - ITIL® V3 training with official certification
  - PRINCE2™ training with official certification
- Training with Microsoft certification
  - Microsoft Certified Technology Specialist, Microsoft Certified IT Professional, etc.
  - Microsoft Certified Systems Administrator, Microsoft Certified Systems Engineer, etc.
  - Windows 7, Office 2010, Server 2008, SQL Server, etc.
- Training with CAD systems
  - CATIA© V4,V5 und V6, Pro/E©
- Training in all common IT systems at H&D's training center
  - Operating systems, application systems, databases, multimedia
- Soft skills and management skills as well as language qualifications
- Customized workshops and seminars, also on your premises
- In-house Prometric test center



About us

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**Our Partners**

Excerpt from our Customer List

References

# Our Partners (alphabetically)



[www.cordys.com](http://www.cordys.com)

**CORDYS**

[www.derdack.de](http://www.derdack.de)

**derdack**  
REGISTERED PARTNER

[www.hp.com](http://www.hp.com)

HP Software  
Silver Business Partner  


[www.isaca.de](http://www.isaca.de)

**ISACA**  
The IT and value from information systems  
Germany Chapter  
Lizenzierter Schulungsanbieter

[www.itsmfi.org](http://www.itsmfi.org)



[www.itsmfi.org](http://www.itsmfi.org)

**itSMF**  
IT Service Management Forum  
Deutschland e.V.

[www.microsoft.com](http://www.microsoft.com)

**Microsoft Partner**  
Gold Virtualization  
Gold Systems Management  
Gold Server Platform  
Gold Desktop

[www.oracle.com](http://www.oracle.com)

**ORACLE** Gold Partner

[www.provance.com](http://www.provance.com)





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# Excerpt from our Customer List (alphabetically)



## **Automotive**

Audi AG

Autostadt GmbH

Continental AG

IAV GmbH Ingenieurgesellschaft Auto und Verkehr

Porsche AG

Seat Deutschland GmbH, Frankfurt

Škoda Auto a.s.

Volkswagen AG

## **Public Sector**

HannIT Hannoversche Informationstechnologien

Stadt Goslar

Stadt Oldenburg

Stadt Wolfsburg

## **Finance**

Investitionsbank Berlin

Volkswagen Financial Services AG

## **Other Industries**

Deutsche Bahn AG

Fujitsu Siemens Computers GmbH

Hewlett Packard GmbH

Karlsruher Institut für Technologie (formerly  
Forschungszentrum Karlsruhe)

Klinikum der Universität München

Medizinische Hochschule Hannover

SMA Solar Technology AG

T-Systems



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# Volkswagen AG: SAP ERP



## The Project

Effective and cost-optimized development and production of vehicles in the Volkswagen Group using the gradual replacement of the existing complex system environment and migration to SAP ERP (industry solution “SAP for Automotive“) in the “Integrated Bill of Material” project.

Comprehensive technical, timing, and process-related data is integrated, consolidated and provided for the following areas:

- Bill of material (administration)
- Variant modules
- Change management
- Release
- Scheduling
- Quality assurance

## Our Services

- Consulting in development processes, system consolidations and modification analysis
- Development coordination and application development
- 3rd level support
- Hotline and 2nd level support



# Volkswagen AG: Internet Presence



## The Project

Ensuring the availability and scalability of the total system (60 servers and 40 web applications)

In the customer portal, thousands of customers get information daily about the products and services of the VW Group worldwide → the central point of contact to firm up their intentions to buy:

- Configuring ideal car with the CarConfigurator
- Entering into contact and getting price information
- More than 100 sites in different countries and languages

## Our Services

- Operation of required infrastructure (software)
- Maintenance and adaptation of existing solutions
- 24/7 hotline
- Support, further development, documentation, optimization of processes
- Interface between development and productive use
- Support of development processes and technical implementation



# Volkswagen AG: OMD-Suite NADIN



- **Order Management and Distribution Suite**
- **New Vehicle**
- **Administration and**
- **Information**
- **Network**

## Das Projekt

- NADIN ist eine OMD-Konzern-Lösung für den Kundenauftragsprozess im weltweiten Vertriebsnetz des Volkswagen Konzerns.
- Seit 1999 unterstützt H&D als Entwicklungspartner Volkswagen bei der Weiterentwicklung der Konzern-Lösung NADIN.
- Von Alt nach Neu: Neuentwicklung einer OMD-Lösung basierend auf den Prozessen der bewährten Konzern-Lösung NADIN. Zum Einsatz kommen zukunftsorientierte Konzern-Technologie-Standards: Java, Spring, Hibernate, IBM WebSphere, Tomcat

## Unsere Leistungen

- Anforderungsaufnahme und Beratung im OMD-Prozess
- Systemrealisierung
- Migration und Rollout-Unterstützung
- Mehrsprachige Application Services mit Rufbereitschaft



# Volkswagen AG: Engineering Services (Digital Mock Up)



## The Project

- Process and engineering support in the vehicle development
- High cost savings in prototyping through digital vehicle modeling

## Our Services

- Support of engineering and partial design (CAx)
- Support of engineering using digital modeling
- Data maintenance and controlling, and the analysis of virtual prototypes
- Data editing for Virtual Try Out (VTO) and Virtual Reality (VR)
- Layout, maintenance and controlling of vehicle structures
- Virtual series production backup (zone management)
- Virtual feasibility studies

## Process Support in Prototyping

- Process controlling and work scheduling in prototyping
- Logistics and scheduling
- Supplier coaching



# Volkswagen AG: Fleet Ordering



## The Project

- Fleet Ordering is a Volkswagen Group solution for the online configuration and ordering of vehicles by fleet customers and special target groups (VIPs, journalists, etc.)
- Via “Fleet Ordering Rent-A-Car“ the car leasing companies coordinate and order their annually planned sales quantities with Volkswagen online

## Our Services

- Consulting and requirements management
- System implementation
- System support
- Realizing of successor system: “Fleet Ordering Next Generation“



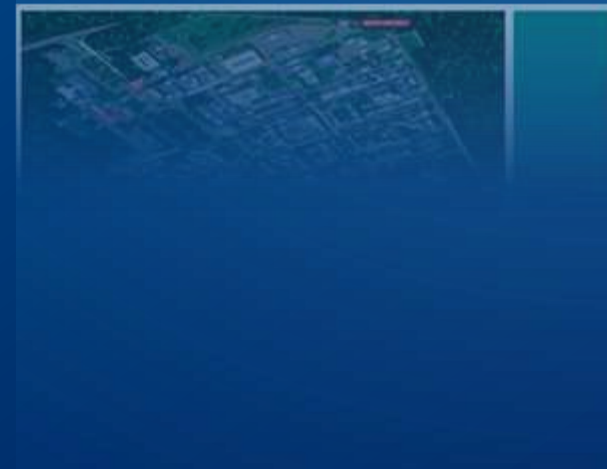


## The Project

- Server management, support of infrastructure and supplementary services
- Comprehensive client management and support
- Service and support for hardware and software maintenance

## Our Services

- Server and client support
- Approximately 3,500 PCs
- Microsoft Office and Back Office
- Linux and Unix installations
- Research center-specific applications
- 8:00 am–5:00 pm, Monday to Friday



# Medical Center of the University of Munich



## The Project

- Support of centralized service desk
- SLAs:  
Availability of 93% within 30 seconds  
Direct solution rate of 90%

## Our Services

- 9,000 users
- 5,000 PCs
- 1st level support
- Password services
- Printer services
- Remote software installation
- Service times: 6:30 am–6:00 pm
- Hotline: 6:00 am–8:00 pm
- Multilingual support
- Client management



# Hannover Medical School (MHH)



## The Project

- Support of centralized service desk
- SLAs:
  - Availability of 90% within 15 seconds
  - Direct solution rate for standard Windows / Office of 95%
  - Direct solution rate in general of 50%

## Our Services

- 5,000 PCs / thin clients / displays / 2,500 printers
- 1st level support / asset management with CA UniCenter
- Remote control
- On call 24/7/365
- Multilingual support
- Implementation of a knowledge database
- Optimization of IT processes
- Creation of reports (e.g. for SLA control and RCA)

**MHH**  
Medizinische Hochschule  
Hannover



# Volkswagen Financial Services AG



## The Project

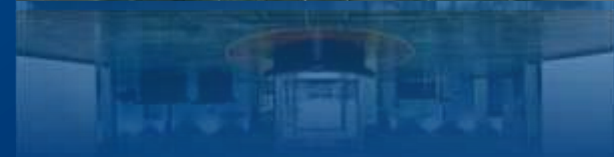
Effective and efficient support of VW FSAG:

- IT services
- Business activities

## Our Services

- Server und client support
- Approximately 6,000 desktop systems worldwide
- More than 200 applications
- Service desk 24/7, multilingual
- Operating, user management, software development
- SAP consulting and development
- Client management with software distribution and license management, patch management, virus protection
- Incident, problem and change management including participation in the Change Advisory Board
- Operative personnel roster planning and controlling
- Support of bank-specific software and customer service
- Project management

**VOLKSWAGEN FINANCIAL SERVICES**  
AKTIENGESELLSCHAFT



# Volkswagen AG: SAP for Automotive DSL



## The Project: DSL Integrated Bill of Material

Migration of all bills of material for vehicle development from the host world to the SAP Group system TI Syncro on behalf of the Volkswagen AG

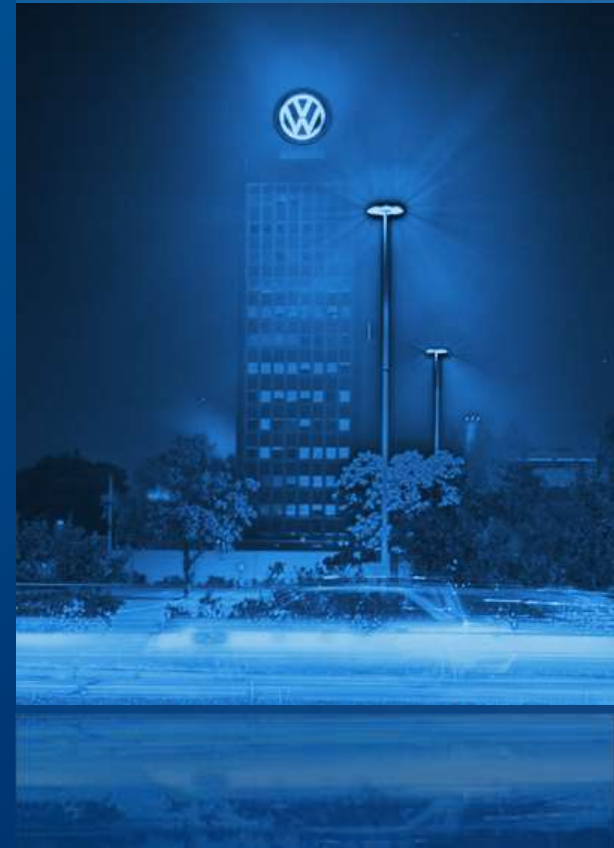
- Execution of vehicle migration
  - Development and further development of migration portal
  - Execution of test migrations and final going live
- Support and development of ES interface
  - Support and further development of interface from SAP to ES host system
- Support of “change sequence graph” topic and/or cycles
  - Development of tools for easier determination of cycles and their rectification
  - Support of technical department during the cycle rectification
- Support of TEIVON system
  - Support and further development of system for online part numbering

## Our Services

- Project team of 10 members (of those seven from H&D), extended team of 20 members

## Outlook

- Migration of all relevant vehicle classes by 2013 to TI Syncro
- Support of TI Syncro system around the ES interface and related topics



# Volkswagen Financial Services AG: SAP CRM



## The Project

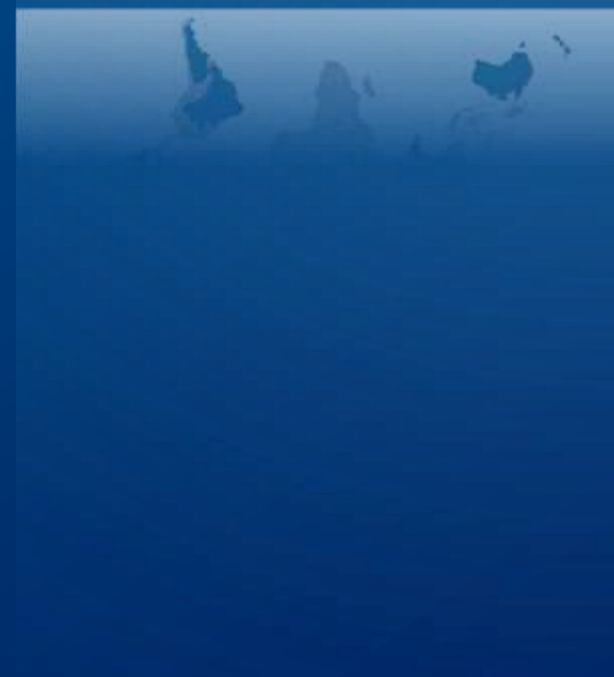
- Technical consulting and application development for the VW FSAG system “CIC” (CIC = Customer Interaction Center) based on mySAP CRM

## Our Services

- Approximately 800 users
  - Call center
  - Back office
  - Field service
- Technical department and process consulting
- Test organization and coordination
- Application development for the call center, user interfaces, including telephony integration (components/technology: Interaction Center WebClient (ICWC) and branching to non-SAP systems)
- Consulting and application development in intersystem back office processes (technology: People-Centric User Interface (PCUI))

## Outlook

- Migration from CRM 5.0 to CRM 7.0



# Volkswagen Financial Services AG: SAP CRM KUBA



## The Project

- Technical consulting and application development for the KUBA System (KUBA = Customer Database) based on SAP CRM for the customer database of the Volkswagen AG

## Our Services

- More than 1,000 users
  - mySAP CRM
  - BI Business Intelligence
  - XI Exchange Infrastructure
- Technical department and process consulting
- Second level support
- Application development
- Interface support
- System monitoring

## Outlook

- Migration from BW 3.5 to BW 7.0
- Migration from CRM 5.0 to CRM 7.0
- Continuation of worldwide rollout



# Business Continuity Management in Finance



## The Project

- Concept of an integrated Business Continuity Management for the German houses of an international private customer bank and its IT subsidiaries
- The objective is to ensure the continuity of the most important operative tasks in the case of internal or external events that cause disruptions

## Our Services

- Business Impact Analysis (BIA) to investigate the financial, operational and reputation effects of failures
- The identification of the IT resources (persons, infrastructure, applications) required to restore the key activities in critical business processes
- Risk analysis
- Development of economically reasonable continuity strategies
- Design and implementation of a powerful and economic emergency and risk management
- Creation of training courses and training plans for the responsible persons



# Managed IT Services in Finance



## The Project

- Managed Services for employees of the German subsidiaries of an international private customer bank
- SLAs for availability, first solution rate and solution times

## Our Services

- Approximately 1,400 desktop users in Germany
  - Thin clients (Citrix)
  - Laptops
- Service Desk
  - Single point of contact
  - 1st level support
  - Incident management
  - SLA for direct solution rate and availability
- User management
- 2nd level support
  - IMAC/D
  - Field service
  - SLA for solution times (with priorities)
  - Root Cause Analysis
- Reporting and documentation
- Launch, operation and further development of the NILEX ITSM tool



# Contact Persons



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[www.hud.com.mx](http://www.hud.com.mx)

Thank you for your interest!

