

Case study

Dr Pepper Snapple Group

HP EliteBook 745 with AMD PRO APUs reprises corporate standardization for mobility



Industry

Beverage

Objective

Refresh technology with a business notebook PC to serve the broad range of user mobility needs

Approach

Dr Pepper Snapple Group evaluated and standardized on the HP EliteBook 745 Notebook PC powered by AMD PRO A-Series APUs

IT matters

- Innovative AMD PRO APU architecture with integrated AMD Radeon™ Graphics provides high performance and cost efficiency
- Standardization reduces the number of software images required for PCs, and improves efficiency for in-house support team

Business matters

- Cost-efficient and full-featured HP EliteBook 745 enables Dr Pepper Snapple Group to consolidate from six PC models to just three standard models
- Highly efficient technology support improves employee productivity through increased device uptime
- Standardized mobility solution enhances business efficiencies, streamlines operations

HP recommends Windows.



“We had come to accept that different devices were required to meet the various needs of our power users, executives, sales force, and office users. The HP EliteBook 745 with AMD is changing that and bringing us back to a corporate standard. It serves a broad base of users very well.”

– Michael Korona, Director of Client Services, Dr Pepper Snapple Group

Dr Pepper Snapple Group is a leading producer of flavored beverages in North America and the Caribbean. It offers more than 50 brands, including six of the top 10 non-cola soft drinks. In recent years, new technology options led to a proliferation of user devices. That common trend makes it more difficult and costly to support users effectively. The company sought a mobile solution to serve as the standard for a broad base of users, and found it in the light, powerful, cost effective HP EliteBook 745 Notebook PC powered by AMD PRO A-Series APUs.

HP recommends Windows.

Dr Pepper Snapple Group (DPS) is North America's leading producer of flavored beverages, with more than 50 brands, including its flagship Dr Pepper and Snapple brands as well as 7UP, A&W, Canada Dry, Clamato, Crush, Hawaiian Punch, Mott's, Mr & Mrs T mixers, Peñafiel, Rose's, Schweppes, Squirt and Sunkist soda. Today it employs some 19,000 people throughout North America and the Caribbean, and has annual sales of approximately \$6 billion.

It equips users throughout its operations with computers, with the goal of giving every user the tools to succeed. "Our users are demanding. They want quality, performance and flexibility," says Gerry Mecca, vice president of information technology.

By 'flexibility,' think mobility. "Increasingly, we're meeting growing expectations for mobile computing. Everyone wants to be able to just grab their laptop and go, and not worry about adapters and dongles, and just do everything they need to do," he explains.

In the interest of efficiency, the IT group at DPS standardizes wherever possible. But in recent years as computer manufacturers have offered a growing menu of devices designed to serve different user requirements, it became more and more difficult to remain with standard models.

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"We have various user groups whose needs must be filled: engineers require raw power and high performance; executives demand light weight and convenience for extensive travel; the sales force needs a combination of light weight, the power to make presentations effectively, and durability to withstand their heavy road schedules," explains Michael Korona, director of client services for the company. Desktops for the standard office worker create yet another niche.

Standardization returns

As each of these user groups moved toward a different device in recent years, the IT group was challenged with providing consistently high-level support at a reasonable cost to a growing portfolio of devices. So when Korona's team set out to refresh the company's most widely used notebook PC, they were particularly intrigued by a new device that seemed to offer a feature set that would appeal to a very broad base of DPS users.

"We're getting very positive feedback from all levels of our users. This allows us to standardize what had moved toward a segmented support model. It is making the service desk and technical support team's role more streamlined and efficient."

— Michael Korona, Director of Client Services, Dr Pepper Snapple Group

The EliteBook 745 Notebook PC powered by AMD PRO A-Series processors is light, powerful and designed for durability. "I thought the days of the 'standard laptop' were gone. The HP EliteBook 745 is changing that," says Korona.

Executives are happy with the EliteBook 745 because it provides all the functionality they require built in. Users no longer need a dongle to connect to a VGA port or a network port which more than compensates for a minor weight difference from other models evaluated.

The HP UltraSlim Docking Station automatically charges the battery whenever the computer is docked, without a separate USB dock and power cord. Battery life is significantly better than older devices and is supported with the AMD APU's high efficiency.

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Delivering value with performance

Moreover, Korona says the HP EliteBook 745 with AMD PRO technology is a cost-effective alternative and all efficiency improvements made are welcomed by management.

“People may think that large companies have endless resources, but the fact is, we’re looking for value just like everyone else,” says Mecca. “Our business faces new challenges every year. We’re looking to sensibly spend our dollars and get good value in every facet of our business.”

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The EliteBook 745 Notebook PC’s combination of high performance and cost efficiency are driven by an AMD PRO Series APU architecture with integrated AMD Radeon™ Graphics. “The AMD APU gives us a strong mobile solution at an incredible value. It’s more of a superstar than we’ve seen in a long time,” Korona says. “The seamless integration of graphics and central processing is an important innovation that drives up value for the user.”

As the IT team began its search for a new notebook PC, finding one with reduced size and weight was near the top of its “to do” list.

“Over the years, we had constantly created smiles on our users’ faces when they received smaller, lighter-weight devices,” recalls Korona. “As we went through our evaluation, the desire for smaller and lighter helped to drive our decision to use the EliteBook 745, which weighs as little as 3.48 lbs., depending on configuration.”

Durable design

Size and weight were key factors, but not at the expense of a robust design. In fact, the DPS team had actually rejected a possible notebook PC replacement just a couple years

earlier, based on a concern that shrinking the device had compromised its ability to deal with tough daily treatment in the field.

With the EliteBook 745, which was designed for durability based on the U.S. military’s MIL-STD-810G tests,¹ the IT team had no such qualms. “The EliteBook line is always well-engineered,” says Korona. “The EliteBook form factor solves so many issues. The combination of its size, performance and durability checks a lot of boxes on the wish list for us.”

So who wins at DPS with the move to the EliteBook 745 notebook PC powered by AMD? Users get the performance they need along with the convenience they want and what Mecca calls “travelability”—less weight and fewer needed accessories.

New mobility capabilities

For the IT group, the benefit is more standardization. Korona estimates DPS will reduce its fleet of standard user devices from six models to just three. Many traditional desktop users will also get the EliteBook based on the combination of power and price it offers, giving them new mobility capabilities.

Reducing the number of models in the PC fleet means the IT group will be able to support customers more efficiently.

“It’s great to see that HP actually listens to its customer feedback. I’m getting glowing reviews from my customers and technicians alike. You have hit the sweet spot with this EliteBook with AMD.”

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“For us, there are numerous benefits of standardization,” Korona explains. “We can produce one software image instead of a dozen. We can service the EliteBook with a smaller number of parts on the shelf, and with the same routine for troubleshooting, since techs will be looking at the same standard hardware.” In addition, he says, maintenance is easier because the hard drive, fan and memory are all easy to access.

HP recommends Windows.

“All of that taken together means helping our users faster, and getting people back on the road faster.”

Dr Pepper Snapple Group is a longtime HP customer. The EliteBook 745 is just the latest HP model chosen by DPS that features AMD processors. Korona says he considers the HP/AMD alliance a strong technology collaboration—one that meets his needs repeatedly.

“The hardware is always well engineered and delivers excellent value. But it goes beyond the hardware,” he says. “When I need something—assistance on a driver challenge, or a shipment expedited—I know the focus will be on a solution. I can be an early adopter because I know I can depend on proactive support.”

As a valued repeat customer, Korona has evaluated a number of HP models over the years and has offered candid evaluations every time. He says the EliteBook 745 actually fulfills many of the wish list items he has articulated to HP in recent years.

“It’s great to see that HP actually listens to its customer feedback,” he wrote after first evaluating the model. “I’m getting glowing reviews from my customers and technicians alike. You have hit the sweet spot with this EliteBook with AMD.”



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