

# Daimler Chrysler



CORPORATE COMPUTER USERS DON'T LIKE CHANGE. THEY WANT TO START UP A NEW COMPUTER AND SEE EXACTLY WHAT THEY SAW ON THEIR OLD MACHINE; THE SAME SETTINGS, BACKGROUND PICTURES AND EVERYTHING THEY HAVE PERSONALIZED. DAIMLERCHRYSLER USED ALTIRIS PC TRANSPLANT PRO NATIONWIDE TO TRANSFER DATA FROM EMPLOYEE'S OLD COMPUTERS TO NEW COMPUTERS WITHOUT ONE COMPLAINT FROM EMPLOYEES. THEY CALL THAT "110% SUCCESS."



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--Michael DiMaggio,  
DaimlerChrysler global field  
and technology team

## The Challenge

DaimlerChrysler is one of the world's leading automotive, transportation and services companies with passenger car brands including Mercedes-Benz, Jeep®, Maybach, Chrysler and Dodge and a wide range of commercial vehicles. With 372,500 employees, DaimlerChrysler achieved revenues of EUR 152.9 billion (\$136.1 billion) in 2001.

The DaimlerChrysler global field and technology team maintains and supports nearly 1500 computers nationwide, more than 90 percent of which are mobile notebooks. When DaimlerChrysler scheduled a deployment of new computers to every user in the U.S. during the first quarter of 2002, they had no existing solution that would transfer users' data and settings to a new Windows® platform.

DaimlerChrysler users were not interested in getting a new computer regardless of the benefits. They had been through it before. The excitement of a new computer giving way to the realization that they'd lost their desktop set up. Years of personal preferences and bookmarks now gone. Where were their saved e-mail folders? How many files had they lost? And how long would it take for the IT helpdesk to handle the mounting complaints and make it their desk? For the DaimlerChrysler IT team it was critical to find a way to minimize user pain and the cost and extent of downtime for the organization.

## The Research

The new computers were preloaded with Windows 2000 and many proprietary applications. Users could not afford to go without their computers and more importantly their data. So finding a suitable process to transfer existing Windows 95® data to the new operating system was quite a challenge.

"We tried a few ideas, which for our needs, totally collapsed and wouldn't provide sufficient usability for our goal," says Michael DiMaggio, DaimlerChrysler global field and technology team.

"Most of our users are not computer savvy. Trying to instruct them to back up their data to a server would have created a huge training curve. We didn't have time for this process to take place. So we had to look for other alternatives," DiMaggio said. "Because most users work from remote offices, such as their homes, they don't have the advantage of using a DCX server to store their files. Our plan had to be resourceful and easy, allowing no user interaction to take place."

DiMaggio tried many ideas, including backing up to a CD-drive. For this process to work, they would have had to purchase over 1000 new drives to distribute to users, and then teach them how to create CDs. This process was dropped from the potential list. They tried using a corporate backup script, but that backed up to a server not accessible to most users.



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## The Solution

Then DiMaggio learned about Altiris PC Transplant Pro. He thought it sounded like a good product, it acted like a good product, but would it do what he needed it to do for his users? After installing the application on his computer, he started changing settings and seeing how they migrated to the new Windows 2000 operating system. DiMaggio quickly saw how he could manipulate the directory structure on both the source and the destination computers. Once he saw how easily he could transfer files from Windows 95 to the new Windows 2000 structure and utilize the individual users profile settings, he knew he had the product he'd been looking for.

“We found PC Transplant Pro to be the most efficient and reliable application we could use for a successful upgrade,” DiMaggio said.

Altiris PC Transplant Pro allows IT professionals to transfer user's personal computer files and settings, the computer's personality, to a new computer quickly and intuitively. It provides cross-version support for more than 50 applications and operating systems, including Windows 2000 and Windows XP. Altiris develops and markets a complete line of Web-enabled solutions that empower information technology professionals to easily manage corporate resources throughout the IT lifecycle.

DaimlerChrysler used PC Transplant Pro as a stand-alone application. Because most of the end users work remotely and never log into a server the process couldn't be accomplished through a server deployment. Individual notebooks received an auto-run CD, which automatically started PC Transplant Pro and ran the specific template script. The files were then burned to a CD-RW drive and installed on the new notebook running Windows 2000. The transplant ran without a hitch.

It only took DiMaggio a few days to totally configure PC Transplant to work in their particular environment. He had specific directories that

needed to be placed in different areas on the new machines. PC Transplant not only moved the data to the correct areas on the new computer, it migrated the users' personal settings as well.

Since DiMaggio was the one who developed DaimlerChrysler's data transfer process, he taught himself to use PC Transplant Pro. The documentation he received from Altiris was all the training he needed. He knew that he was the first in the corporation to implement the newly purchased product, so no template had yet been developed. He was able to create a template that was developed, tested, documented, and finalized within days.

PC Transplant Pro provided DaimlerChrysler with the assurance of a complete and accurate data transfer. Once they developed a PC Transplant Pro template that runs in their unique environment, no additional training was needed at any site for the data transfer and migration to perform with excellent results. They realized no downtime -- PC Transplant Pro exceeded their expectations.

“Our users don't like change. They want to open up their computer and see what they have always seen. PC Transplant Pro helped us accomplish exactly that. We were able to transfer all the settings from the Windows 95 computer to the 2000 computer without users noticing any difference. The background was the same, the desktop the same, their files looked the same. And they could find their data in the default directories they were used to. Users could then learn their new computer and operating system on their own time, at their own pace. This made our users very happy. When they got their new computer, it looked and acted just like the old one. They loved it,” he said.

“PC Transplant Pro not only met our needs, it far exceeded them. I would never expect a single product to deliver as this one did. PC Transplant Pro saved our organization at least one-and-a-half months and thousands of dollars,” DiMaggio said.

“Five years ago with a new hardware rollout, we had months to almost a year of angry users who didn’t have access to their old files. Because of the success of PC Transplant Pro, we did not receive one phone call to our support line complaining about missing files. PC Transplant Pro saved our help desk a lot of headaches and I consider that 110% success,” he continued.

Without PC Transplant Pro, DaimlerChrysler would have faced pre-migration downtime to train users on a manual data transfer. But the downtime after the migration would have been worse. Calls to the support line asking where user’s old files were would have overwhelmed the support team. It’s tough to explain to users that because they didn’t manually back up their files that the files were now permanently gone.

“Our rollout has just been completed and I am happy to say successfully. PC Transplant’s capabilities exceeded my expectations for the success of our new computer rollout. The budget was met and the solution has been more than satisfying. It makes everyone happy at all levels of the organization. People from across the country asked what we used to move their data, and I was happy to tell them. I would highly recommend using any Altiris product,” DiMaggio said.

#### About Altiris

Altiris Inc. offers a full line of Web-enabled solutions that empower organizations to easily manage desktops, notebooks, handhelds and servers throughout the IT lifecycle. Altiris provides fully integrated, complete systems management solutions including deployment and migration, software operations management, inventory and asset management, and help desk management. Altiris’ core technologies greatly reduce the cost and complexity of owning IT resources. For more information, visit [www.altiris.com](http://www.altiris.com).

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