



Voice and data via one network



Wolfsburg AG is leveraging one of its key competitive differentiators – a state-of-the-art, flexible, IP-based network infrastructure – to woo innovative startups.

The German company's "InnovationsCampus" is a purpose-built entrepreneurial facility designed to help launch and nurture new businesses. To drive the venture forward, Wolfsburg AG needed a highly-skilled and imaginative technology provider – and it was Hewlett-Packard that filled the bill.

HP Services Network Services



Customer Report
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A joint undertaking between Wolfsburg's municipal authorities and Volkswagen AG, Wolfsburg AG was founded to improve the town's economic, employment, and social situation. Its key goal is to halve unemployment by 2003 by creating 10,000 new jobs. To this end, it is implementing a number of measures, including its InnovationsCampus, which is designed to help launch new companies and bring together funds, ideas, and entrepreneurship in one business haven.

Wolfsburg AG wants its InnovationsCampus to secure the no. 1 position ahead of the 250 or so other technology and enterprise centers in Germany. To compete successfully for the business founders of the future, it has hammered out a sophisticated support strategy. This includes the creation of a community in which professionals and businesses with supportive role, such as attorneys, tax consultants, advertising agencies, office services providers and others work alongside the startups.

The other attraction of the Wolfsburg AG facility is its state-of-the-art IT and telecommunications infrastructure. "Startups need the best possible IT support and they need it fast, but they aren't in a position to invest large sums of money in it," explains Klaus Dierkes, CEO of Wolfsburg AG. Instead of renting out empty offices, Wolfsburg AG equipped the three campus buildings with fiber-optic and Category 5 cables, plus a turnkey IT infrastructure with everything from servers to PCs to printers. What's more, it synchronized the entire communications system, including Internet Protocol (IP)-based telephony.

Up-to-the-minute IT: a competitive differentiator

Dierkes markets the InnovationsCampus as the business incubator with the best IT facilities in the whole of Germany. High-tech IT and communications amenities are essential if incubator operators are to attract the brightest people and stand out from the competition.

Communication within the community takes top priority, which is why virtually the entire telecommunications network on the InnovationsCampus features 100% redundancy. The cutting-edge infrastructure is powerful enough to download a complex presentation from a PC over the network and relay it to an auditorium in another building.

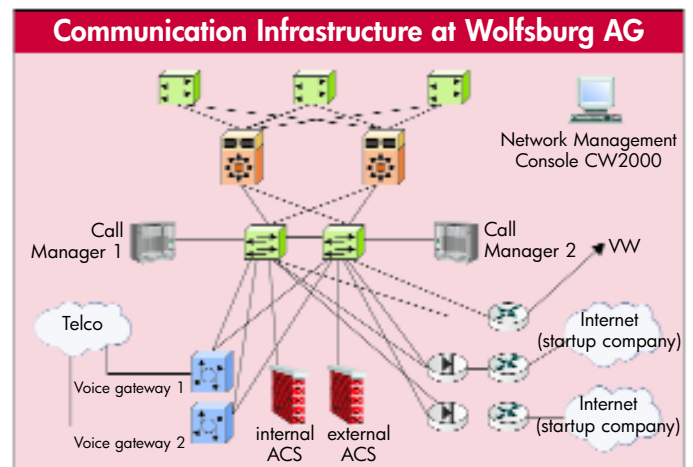
Each of the three buildings was networked using two sets of fiber-optic cables, which extend to each floor. Standard Category 6 structured cabling was then employed for the horizontal cabling, offering a maximum transmission rate of 300 mbps.

With IT as its key differentiator, Wolfsburg AG was keen to single out a service provider that would help expand the IT infrastructure but also possess the ingenuity to drive the InnovationsCampus forward. At CeBIT 2000, Dierkes and other employees from Wolfsburg AG sounded out various companies both on their technological offering and their ability to understand and implement the vision of the InnovationsCampus.

"We explained our idea to a number of manufacturers. Only Hewlett-Packard demonstrated a true grasp of what it was about. And because the company also offered the expertise we needed, Hewlett-Packard was the obvious choice," reports René Wolters, from the IT department at Wolfsburg AG. To handle the telecommunications side, HP also invited Cisco on board – a long-standing partner whose equipment met the technological requirements perfectly.

To connect the campus network to the outside world, HP installed Cisco's 3620 routers, AS5300 access server, and PIX firewall systems. For the backbone and access areas, HP opted for the Cisco switches Catalyst 6509 (backbone) and Catalyst 6006 (floor distributor). IP telephones were integrated into the Catalyst 600 systems using Cisco's Call Manager as well as its voice power feature cards and power supplies.

Besides the network infrastructure, HP offers new businesses an end-to-end solution including PC workstations, printers, servers, storage, and services. And so that neither these new businesses nor Wolfsburg AG need to establish their own IT resources, HP guarantees the day-to-day operation of the infrastructure with its comprehensive service and support strategy. This includes 24 x 7 problem management and resolution with a maximum response time of four hours, and the connection and disconnection of ports for users.



Voice over IP for the entire campus

"If you really want this kind of campus to be a success, you have to make sure that the reality matches your vision. In other words, you have to be innovative yourself. Analog telephone systems with voice mail and manual fax machines are not innovative," says Wolters, explaining the decision to opt for Internet telephony and Voice over IP (VoIP). Functional enhancements to analog telephone systems are time-consuming and costly. VoIP, on the other hand, is based on software, which means that any enhancements or new functions can be easily installed from a central point of administration. The new services are then immediately available to all users.

Previously, companies had to pay to place calls to other organizations within the campus. With VoIP in place, if a company

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wants to contact a tax consultant in the community, it simply looks one up in the corporate directory and makes the call directly and free of charge. The VoIP systems are also easy to maintain and can be managed flexibly, which benefits the day-to-day running as well as easing ongoing maintenance charges. Should a company move premises – a common occurrence in business incubators – there is no need to transfer the telephone system. The company simply plugs in the PCs and telephones, and its users are back up and running. The Internet telephones are also incorporated into a unified messaging solution to further integrate and simplify communication.

The IT project started in earnest at CeBIT 2000 with the search for a suitable partner, HP being selected the following November. HP installed the first active components in February 2001, and the whole system has been in operation since March. On 15 March, the first Wolfsburg AG employees moved into the building. At present, over 250 telephones and more than 300 communication ports are used by employees from Wolfsburg AG, the startups, and the business community as a whole.

Wolfsburg AG sees itself as the driving force behind the project, leaving the technical ins and outs to the experts. “What we have built up with HP and Cisco is an extremely productive partnership that transcends the conventional customer-supplier relationship,” says Dierkes. HP has two roles to play. First, it is the prime contractor and thus the sole contact for Wolfsburg AG for IT and telecommunications matters. Second, it makes its expertise available to the new business founders in the form of active advice and support.

Non-stop innovation

In the first phase of its development, the InnovationsCampus is offering 400 workstations for around 30 fledgling companies. Since demand is high, work is already set to go ahead on the second phase this year, providing a further 400 workstations in a building that will be ready for occupation in 2002.

The IT project itself has progressed to the complete satisfaction of Wolfsburg AG: “We now have a highly stable and reliable network infrastructure. All components are 100% operational and are delivering the required functionality,” says Wolters.

The employees on the campus have also given the thumbs up to VoIP. Thanks to the excellent infrastructure, delivering the much-vaunted “quality of service” has been a breeze. And no failures have been reported so far.

Wolfsburg AG sees its state-of-the-art facilities as the key to retaining its competitive edge in the future. Consequently, it plans to



continue deploying the very latest in technology, of which the imminent installation of HP’s Digital Senders across the entire campus is a case in point. These new communication devices for networked office environments can digitalize documents, send them electronically, and integrate them into an information management system in one single step. This technology thus enables fast and simple distribution and the shared use of hard copies.

Wolfsburg AG and HP also plan to migrate the network to a wireless LAN as soon as the technology delivers transmission rates on a par with those of the land-line network. This will allow employees to communicate with each other wherever they are on the campus and make it easier for them to work together in project teams. And Wolfsburg AG will be closer to its goal of enabling each employee on the campus to communicate as quickly and easily as possible with any other employee.



Wolfsburg AG: Facts and figures

Wolfsburg AG, a public-private partnership between the town of Wolfsburg and Volkswagen AG, is striving to halve unemployment in Wolfsburg and create 10,000 new jobs. The company forms the umbrella organization for four separate business units:

- The InnovationsCampus (Innovation Campus) launches and nurtures new business.
- The LieferantenAnsiedlung (Setup of Vendors) encourages the establishment of development offices, traders, and companies in the automotive industry.
- The ErlebnisWelt (World of Experience) is designed to enhance the attractiveness of Wolfsburg by providing exciting entertainment facilities and to create new jobs in the services sector.
- The PersonalServiceAgentur (Personnel Services) provides a direct link to the labor market and functions as a service provider of custom personnel solutions.

Wolfsburg AG posted sales revenues of some € 350 million in 2000, with a pre-tax profit of € 550 thousand. Its average headcount over the year comprised 113 permanent employees and 3,200 temporary staff. By 2002, the company will have invested € 110 million in buildings.



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