



MICROSOFT WINDOWS XP PROFESSIONAL CUSTOMER SOLUTION



Publishing Pioneer Seeks to Maintain and Enhance Leadership Position with Enterprisewide Deployment of Microsoft Windows XP Professional

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By deploying Windows® XP Professional to its 38,000-person workforce, Reed Elsevier expects to strengthen the overall security and reliability of its information infrastructure and enhance employee productivity while keeping support and administration costs down.

Situation

As one of the world's leading publishers in the fields of science, medicine, education, business, and the law, London-based Reed Elsevier is accustomed to being ahead of the curve. After all, the company was producing and distributing content for more than a century before that term came to be associated with the Internet. But in the age of the Internet, even a 100-year head start cannot guarantee leadership. That's why Reed Elsevier is aggressive in adopting business practices and technologies that will maintain its position at the head of the curve.

One example is the company's recent endeavor to consolidate its operations infrastructure in an effort to streamline content exchange among its 38,000 employees around the globe. Central to this endeavor is the deployment of Microsoft® Windows XP Professional to some 42,000 client machines enterprisewide. According to Nigel Stevens, Ph.D., vice president, Information Systems and Technology Alliance Worldwide, he and his colleagues decided to make the move after reviewing Windows XP capabilities such as Policy-Based Desktop Management, Remote Assistance, and Remote Desktop, among others. "In one way or another these capabilities seemed ideal for helping us to enhance security and reliability while keeping support and administrative costs down," he points out. "This is an essential goal for an enterprise as geographically and functionally distributed as ours."

Solution Overview

Customer Profile

London-based Reed Elsevier is one of the world's top publishers in the fields of science, medicine, business, education, and law.

Business Situation

Reed Elsevier is seeking to raise the productivity of its 38,000 employees by streamlining content production and distribution and simplifying access to support.

Solution Benefits

Greater reliability and security, enhanced productivity for mobile users in particular, and the ability to use familiar applications in a more powerful environment.

Software and Services

Microsoft® .NET Framework
Microsoft BizTalk™ Server 2000
Microsoft Commerce Server 2000
Microsoft Content Management Server
Microsoft Office XP Professional
Microsoft Outlook® 2000
Microsoft SharePoint™ Portal Server
Microsoft SQL Server™ 2000
Microsoft Visual Studio® .NET
Microsoft Windows® .NET Server
Microsoft Windows XP Professional

Microsoft Consulting Services

Scenario

Security, reliability, productivity, compatibility

Infrastructure

35,000 desktops
7,000 laptops
3,000 servers

Hardware

Compaq, Dell, Toshiba



Solution

Deployment is scheduled to begin in the company's science division, with sites in New York, Amsterdam, and Oxford, England, and then in the legal division, with sites in Ohio, London, and Paris. The education and business divisions will follow, with the goal of having the deployment 30–40 percent complete by the end of 2002 and virtually 100 percent complete by the end of 2003. Stevens expects to see a little over one-third of the company's client machines upgraded with a fresh install of Windows XP and two-thirds replaced with pre-installed new hardware from the company's chief vendors, Compaq and Dell. Of the 15–20 percent of client machines that are laptops, those vendors also include Toshiba.

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Nigel Stevens, Ph.D.
Vice President, Information Systems
and Technology Alliance Worldwide
Reed Elsevier

Benefits

Meeting Security and Reliability Challenges

Success at Reed Elsevier is largely dependent on the day-to-day exchange of large volumes of content and data among its 40 offices on six continents. This makes security and reliability fundamental concerns—which in turn makes the Policy-Based Desktop Management feature of Windows XP Professional especially valuable to Stevens and his colleagues. “With Policy-Based Desktop Management we can specify a certain level of virus protection and ensure that only approved software and peripherals are installed on people's desktops,” he says. “Both practices are essential for maintaining security and reliability enterprise-wide.”

Other Windows XP features address reliability issues in particular. “Device Driver Rollback, System Restore, and Automatic System Recovery are all crucial for maintaining stability—the cornerstone of reliability—in a distributed enterprise like ours, where not every user necessarily has immediate access to a full-fledged IT support organization,” Stevens points out.”

Keeping Productivity Up and Support Costs Down

For users who are far from their regular help desk—such as the 15–20 percent of employees who are mobile—another Windows XP feature will come in especially handy: Remote Assistance. With it, a user can request that a support person take control of his or her PC to solve a problem, which can help to maintain user productivity in more ways than one, according to Stevens. “Without Remote Assistance, we often had to grant mobile users extra access privileges so they could solve problems themselves, but users would sometimes make inadvertent modifications that caused further problems,” he says. “By having Remote Assistance, we no longer need to grant such privileges, so we can eliminate the risk and the additional support costs associated with them.”

Another way that Windows XP will help to make mobile users more productive is through a capability known as Remote Desktop, which enables them to access their office PC from any location. “In the past we used other technologies for this, but they tended to be complex,” Stevens reports. “By contrast, Remote Desktop is easy to set up and maintain, providing a much-needed service to users while helping to keep support costs down.”

The Value of a Familiar Working Environment

Whether users are mobile or not, one thing they depend on at Reed Elsevier—as in any business—is access to the applications they are most comfortable with to get their work done. As

Stevens explains, at Reed Elsevier many such applications were developed for use with previous versions of Microsoft Windows, so until the company upgrades all its applications to run specifically in the Windows XP environment, that product's compatibility advantages are crucial.

"Through its ability to run such applications in a 'virtual operating-system space,' Windows XP will enable Reed Elsevier employees to operate familiar software in a more reliable and secure environment," Stevens says. "This is a key component of employee productivity: allowing people to take advantage of the new features of the operating system while they continue to work with the tools they know best."

"Making the Most of People's Time and Talents"

Along with the deployment of Windows XP Professional on Reed Elsevier's client systems, Stevens is looking forward to having Windows .NET Server on the company's 3,000 servers—part of a corporatewide embrace of the entire Microsoft .NET product family. "We fully believe that Windows .NET Server will provide the most secure and integrated solution on the server side," Stevens says. "We also anticipate a relatively smooth deployment, despite its scope, because of the way that Windows .NET Server simplifies the overall Active Directory™ design." This is key because Stevens and his colleagues plan to deploy the Windows XP clients into a central Active Directory, in keeping with best practices recommended by Microsoft Consulting Services.

"Through this approach we'll be able to make productivity a guiding principle for both the people doing the deployment and those for whom the deployment is being done," Stevens points out. "It's part of our commitment to making the most of people's time and talents, which in turn is why we're so eager to have Windows XP Professional in place."

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Nigel Stevens, Ph.D.
Vice President, Information Systems
and Technology Alliance Worldwide
Reed Elsevier

Windows XP Professional gives you the freedom to do what you want at home and at work – simply, reliably, and securely

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