CASE**STUDY**

Bibby Offshore takes advantage of Tech-as-a-Service to become more connected

The 3 Year Subscription Plan provided by Tech Data's Tech-as-a-Service provides Bibby Offshore with a far more efficient, mobile solution for its design engineers at a significantly reduced cost.

Customer Profile

Bibby Offshore is a leading subsea service provider to the oil and gas industry. Founded in 2003, with headquarters in Aberdeen and a further UK office in Newcastle, the company's focus is to deliver a high-quality, cost-effective and safety conscious service to the offshore energy industry.

Business Need

Projects within the oil and gas industry have traditionally been slow burning, with timescales and budgets often over-running due to the nature of the task. In recent years, the industry has changed with companies now aiming to work at their most cost efficient level yet. To continue to compete and meet these expectations, Bibby Offshore introduced a 'Business Excellence Team' into the company. As a result, the team identified that an area of the business in which they could save money, whilst at the same time become more effective, was IT.

For the last ten years the company had procured its hardware and software products from various suppliers. The engineers were limited to working on designs using fixed workstations in the office. However, this was not ideal, as they were often required to work remotely during offshore projects for extended periods of time.

The Solution

Bibby Offshore consulted with its trusted IT supplier, Quadra Solutions and asked them to look at more flexible solutions, possibly with the option to purchase via a subscription purchase scheme.

Keeping in mind that the company needed a responsive computer with good memory capacity that could be easily docked and undocked, Quadra recommended the HP Zbook mobile workstations complete with docking stations. The laptops provided a cost-effective, powerful mobile solution that could be purchased via Tech Data's Tech-as-a-Service division, which specialises in subscription agreements for products and technical services.

The HP Zbooks are packed full of features to provide real-time visualisation of multi-layered files and projects, with upto 16 GB of high-speed memory and 4 TB storage and therefore deemed an ideal solution for Bibby Offshore's demanding on-the-road design projects. This option also enabled Bibby Offshore to reap the rewards of buying via a subscription agreement.

"Tech Data was very knowledgeable about the products. The mobile laptops are fast and efficient and the subscription payment plan is extremely cost effective - it's easy to manage and provides Bibby Offshore with access to the latest technologies and support services."

Mike Hacking, MFG Project Manager, Quadra Solutions

CASESTUDY

Benefits of subscription payment plan

Tech Data's Tech-as-a-Service subscription offering provided a solution that completely removed the need to invest working capital into a depreciating technology asset, whilst significantly reducing the overall cost of ownership.

At the end of the 3-year term customers like Bibby benefit from the residual value associated with Tier 1 brand technologies from the outset by using the reduction in overall cost to fund additional software, services or product.

This exclusive subscription offering also enables customers to take advantage of related technology solution upgrades at any time to support requirements as they continue to evolve over time. Customers that subscribe to Tech-as-a-Service can immediately secure the latest technology, software, training and related services without capital expenditure at much lower cost and without the overhead of lifecycle management, data erasure or end of life disposal.

37% of companies will move to PCaaS **within 3 years** (IDC 2016)

2 in 3 employees said **technology influences** their decision to take or decline a new position, and **26%** said poor technology in the workplace would likely **make them quit their job** (Dell, Intel Global Future Workplace Study, 2016)

52% of UK consumers report having between **1-5 monthly subscriptions** (Statista, 2018)

SUBSCRIBE

"**The move to subscriptions is inevitable.** Companies that **sell subscriptions** are more valuable based on market capitalization." (Steve Brazier, CEO – Canalys, 2017)

- Combine hardware, software and services into a low cost subscription
- Access the latest technology
- Optimise IT budgets and simplify asset management
- Reduce complexity in IT support
- Simplify their bills and realise significant cost savings 20 x HP Elitebook 1030 X360 Windows

Result

Simon Lee, IT Manager, Bibby Offshore, confirmed;
"Quadra and Tech Data's advice was spot on, the machines enable our engineers to stay connected wherever their project takes them. This in turn, enables us to deliver competitive, timely, cost effective solutions to our customers. The Tech-as-a-Service subscription payment agreement was right for us at this time, plus we have the added comfort of knowing that we can easily refresh and upgrade our technology in the future."

Products & Services

16 Hewlett Packard ZBook 17 G4 i7-7820HQ 17 32GB/512 PCs

16 Hewlett Packard USB-C Universal Docks

Tech-as-a-Service 3 Year Subscription plan – 12 equal quarterly payments