“It is precisely at critical moments that you need a reliable partner. Even a large company like DHL cannot cope with a total failure on its own. HP has proven to be the perfect choice for us”

– Dirk Herbots,
IT Support & Operations Manager, DHL
When emergency strikes, DHL has found the optimal solution in HP's Business Continuity Services.

As a global leader in the provision of transport and logistics services, DHL cannot afford long downtimes, for example in the event of a natural disaster. When emergency strikes, rapid and reliable recovery of critical business processes is crucial.

DHL is the world’s leading express and logistics company, offering customers innovative and customized solutions from a single source. With global expertise in solutions, express, air and ocean freight, and overland transport, DHL combines worldwide coverage with an in-depth understanding of local markets. DHL’s coordinated international network links more than 220 countries and territories worldwide, meeting the demands of over 3.5 million customers and moving over 1 billion items a year. Consistently at the forefront of technology, DHL’s 170,000+ dedicated employees guarantee fast and reliable service aimed at exceeding customers’ expectations. Based in Brussels, Belgium, DHL is 100% owned by Deutsche Post World Net.

The challenge

Today’s transport and logistics market is fiercely contested and demands fast and cost-effective solutions.

The trend towards “just in time” manufacturing has translated into growing numbers of manufacturers no longer investing in and managing their own warehouses. Storage is increasingly taking place in transit on the road, on the water, or in the air. This means that the time-factor in transport has become progressively more important.

According to a study by the “Center for Research on Information Systems” at the University of Texas, 50% of firms without a business continuity strategy closed down permanently following a disaster. Indeed, 90% of all firms that suffered an external catastrophe went to the wall within two years.

When emergency strikes, DHL has found the optimal solution in HP’s Business Continuity Services.

Dirk Herbots, IT Support & Operations Manager at DHL in Brussels:

*In the event of an emergency, HP would dispatch a fully-equipped Mobile Service Centre. The unit provides us with the flexibility to position it outside any of our DHL buildings in Brussels and connect to our network.*
Another astonishing statistic, from the IDC, shows that 90% of European companies with an annual turnover of over 100 million Euros do not have a business continuity plan. DHL has made a firm decision not to belong to this 90%.

For Dirk Herbots, IT Operations & Support Manager at DHL's Global Coordination Center in Brussels, one thing is clear: "We must be able to guarantee business continuity at all times, and ensure the company's survival no matter how extreme the circumstances."

The solution
HP's Business Continuity Services (BC-Services) provide customers with a comprehensive range of services for targeted business recovery. According to Sandro Bernardi, Business Manager BC-Services at HP Switzerland: "Business continuity means much more than just shipping hardware. It's about bringing business and IT in line with each other, so that IT essentially supports the value chain. And that's the added value of our solution."

Dirk Herbots outlines the problem from the customer's point of view: "As an IT manager, ideally I'd like to create a copy of the entire infrastructure to be accessed in the event of an emergency. But of course that's a pipe dream: it would simply be too expensive."

HP's Business Continuity Services offer a cost effective alternative. Together with the customer, business processes are analyzed and critical applications carefully identified. Within the proposed solution, the costs of business recovery are compared with the losses generated by a system failure. In addition, the solution takes into account the downtime the company can afford and the level of acceptable costs. In this manner, the costs of theoretically mirroring the IT infrastructure can be drastically reduced. The result is a solution at the point where affordable downtime meets affordable recovery, which also ensures that a pre-defined service level is always maintained and measurable.

Dirk Herbots describes their solution: "HP has helped us deploy hardware as efficiently as possible, and also select the correct processes. I had no problem presenting this project to the Board of Directors."

As with every Business Continuity Solution, HP was also actively involved in design and implementation of the Business Recovery Handbook for DHL. The solution also includes all rehearsals and updates for the future.

In order to meet individual customer needs as completely as possible, HP offers a wide variety of Business Continuity Services options. Two complementary solutions were devised for DHL, based on the company's specific requirements and can be used if there is extended...
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power failure or indeed if the building is no longer accessible. The unit provides us with the flexibility to position it outside any of our DHL buildings in Brussels and connect to our network.

HP provides a Mobile Recovery Center onsite within 48 hours through this solution.

However, failures at DHL's operational centers would be potentially far more serious, since shipment tracking is a critical operation for DHL and its customers.

To ensure the fastest possible recovery, DHL has opted for a "ship to site" solution for its operational site in Basle. The servers defined in the Business Continuity plan are supplied within 24 hours and the solution means that the entire heterogeneous infrastructure is operational again within 48 hours.

Customer benefits

Christian Würger of DHL Basle summarizes their experiences with HP: "Project support was excellent right from the outset. It was extremely helpful that HP looked at our specific business needs in detail. We've now had some practical experience, fortunately not in a real emergency, but during a rehearsal, which we repeat every year. HP brings the entire system to us and installs it. At the same time, we start data recovery as described in the Business Recovery Handbook.

DHL Worldwide

<table>
<thead>
<tr>
<th>Employees</th>
<th>more than 170,000</th>
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<tbody>
<tr>
<td>Offices/Facilities</td>
<td>5,000</td>
</tr>
<tr>
<td>Warehouses &amp; Terminals</td>
<td>430</td>
</tr>
<tr>
<td>Gateways</td>
<td>238</td>
</tr>
<tr>
<td>All Vehicles</td>
<td>75,000</td>
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<tr>
<td>Aircrafts</td>
<td>250</td>
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<tr>
<td>Countries &amp; Territories</td>
<td>more than 220</td>
</tr>
<tr>
<td>No. of Customers</td>
<td>3.5 Million</td>
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<tr>
<td>No. of Items shipped in 2002</td>
<td>more than 1 Billion</td>
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50% of all firms without a business continuity strategy closed down permanently following a disaster.

90% of all businesses that experienced a disaster had to close down within 2 years.

DHL strives to “be able to guarantee business continuity at all times to ensure the company’s survival even in extreme circumstances.”

The Global Coordination Center in Brussels is home to key global functions, and mainly processes strategic and analytical data. Dirk Herbots explains: “In the event of an emergency, HP would dispatch a fully-equipped mobile service centre. The unit has its own generator and can be used if there is extended power failure or indeed if the building is no longer accessible. HP’s expertise and experience have helped us a great deal in these processes.”

A crucial factor in Christian Würger’s evaluation is that HP is able to act as a general contractor: “When disaster hits, you don’t want to have to contact half a dozen different suppliers. With HP we have a single point of contact. If an incident occurs, we phone our contact and the entire Business Recovery process swings into action without delay. If I had to do this project again, I’d definitely choose HP.”

Dirk Herbots of the Global Coordination Center in Brussels concurs with this assessment. “It’s precisely at critical moments that you need a reliable partner. Even a large company like DHL can’t cope with a total failure on its own. HP has proved itself the perfect choice for us. We will certainly work with HP again.”

<table>
<thead>
<tr>
<th><strong>Challenge</strong></th>
<th><strong>Solution</strong></th>
<th><strong>Results</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>• 50% of all firms without a business continuity strategy closed down permanently following a disaster</td>
<td><strong>Global Coordination Center in Brussels:</strong></td>
<td>• Able to maintain guaranteed service level in case of emergency</td>
</tr>
<tr>
<td>• 90% of all businesses that experienced a disaster had to close down within 2 years</td>
<td>• Mobile Recovery Center</td>
<td>• Solution is more cost-efficient than a redundant data center</td>
</tr>
<tr>
<td>• DHL strives to “be able to guarantee business continuity at all times to ensure the company’s survival even in extreme circumstances”</td>
<td>• On site within 48 hours</td>
<td>• Rehearsals allow close evaluation of business processes and lead to more efficiency</td>
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**Operational Center in Basle**

- Ship to site
- On site within 24 hours
- Full recovery within 48 hours

- Pro-active insurance for emergency situations
- Single point of contact (SPOC) in emergencies

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**BC - Services**

- Analysis and consulting of critical processes for your business
- Design and Implementation of plans and strategies for emergencies
- Management of the recovery process
- Rehearsal and necessary solution updates over time