

PROACT

Dell Technologies
TITANIUM PARTNER

CASE STUDY



Dentsply Sirona

Local presence and addition of expertise are major factors for Dentsply Sirona's choice of IT partners

Summary

Challenge

Dentsply Sirona was looking for an IT partner with high competence in data centers and who understands the role of the local IT department in a global organisation.

Solution

- Dentsply Sirona has numerous data centre products and solutions, delivered and supported by Proact. These include servers, storage systems and a cloudready Dell EMC backup solution.
- All tech support is provided with the highest service level, 24/7.
- Proact adds expert skills through consulting services covering storage, backup, networking, and more.

Wanted: A partner who offers the right solutions, a high level of data centre expertise and who also understands the role of a regional IT team within a global organisation. Given these prerequisites, Dentsply Sirona has built a fruitful partnership with Proact.

Dentsply Sirona is the world's largest producer of professional dental care solutions. The company offers a full product range for dentists and dental labs, with everything they need in terms of equipment and supplies. Dentsply Sirona is a global corporation with a sizeable presence in Sweden since 2011, through the acquisition of Astra Tech. Currently, the major part of the business in the Nordic region comprises two divisions: dental implants and healthcare products the latter within the independent business area Wellspect Healthcare.

With a sizeable staff for development and manufacturing, more than 1,000 of the total 16,000 employees in the Dentsply Sirona Group are currently based in Mölndal, just outside Gothenburg in western Sweden. Here you can find an IT team with significant resources to support Dentsply Sirona's enterprise in the region.

"We have a highly centralised IT environment, with many common platforms serving the entire Group. But we still have a lot of freedom to organise our work locally," says Johan Mattsson, IT director Northern Europe at Dentsply Sirona.

Dentsply Sirona runs a hybrid environment where a large share of on-premise operations. Some applications are cloud-based (SaaS) services, including a Human Resources application, CRM (Salesforce) and office support from Microsoft (O365). Infor M3 is the main ERP platform within the region, and there are also custom applications for supporting the production facilities for dental products and catheters.



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Johan Mattsson,
IT director Northern Europe
Dentsply-Sirona

Benefits **Understanding**

Dentsply Sirona values Proact as a partner who understands their business and how the global IT function is organised.

Expertise

Proact's consultants contribute critical expert skills in areas where Dentsply Sirona has no desire or motive for having employed staff.

Presence

Proact can match Dentsply Sirona's requirements for being available onsite when required.

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Moving towards the Cloud

Dentsply Sirona also has adopted a strategic direction towards cloud computing, as there is a slow, but determined migration of premise IT delivery to Microsoft's Azure cloud platform. Some applications are entirely cloud-based already, including the public website and e-commerce. However, the cloud strategy brings no change to the fact that management and control stays with the IT team. With only minor exceptions, Dentsply Sirona has not employed conventional outsourcing services.

The Group's data centres are strictly standardised, with uniform infrastructure and the same systems platforms used across all global sites. Presently, infrastructure is mainly comprised by two brands: Dell EMC and Cisco. Dentsply Sirona then locally conducts data centre procurements, selecting partners for delivering products and complementary services.

Dentsply Sirona has partnered with Proact for several years. It all began with deliver of backup and archiving solutions. The projects have multiplied over time, and the partnership has broadened to cover the entire data centre field, with extended support and consulting services.

"We like working with local suppliers. It's essential that Proact has a presence in the Gothenburg region and that we can meet with them on a regular basis," says Johan Mattsson.

The most recent major undertaking dealt with a modernisation of the enterprise backup function, where Dentsply Sirona went with Proact's proposal. This solution leverages some of the latest technology and ensures that all enterprise data can now be protected at the highest level. It has also enabled Dentsply Sirona to finally retire all use of conventional tape backup.

Occasionally, Dentsply Sirona wants direct contacts with product vendors, a preference that Proact understands and supports as a partner.

"They have helped us arrange meetings which we have called for and passed on requests from us to vendors in conjunction with procurements. With Proact, we have always been able to reach a solution that satisfies us as a customer – on all levels. They know our business well and understand our role as a part of a global enterprise," says Johan Mattsson.

Skills supply

Dentsply Sirona also relies on Proact for consulting services when they seek expert skills in storage, backup and networking. These both involve being called on for brief assignments and larger projects where Proact consultants work on site.

"We can hardly justify hiring and maintaining our own expertise for very narrow slices of technology, and by adding this, Proact has become an important partner to us. We value the continuity we experience working with them, for instance that we get to work with the same people over an extended time," says Johan Mattsson.

About Dentsply Sirona

Dentsply Sirona is a world leader in products and systems for professional dental care. The company has about 16,000 employees, with presence in more than 40 countries. Since its acquisition of Astra Tech in 2011, Dentsply Sirona has large Sweden-based business operations within dental implants. Also headquartered in Mölndal, Sweden, is the Dentsply Sirona Group company Wellspect Healthcare, a leading manufacturer of continence products (catheters) for people with bladder and bowel dysfunction.

www.dentsplysirona.com. www.wellspect.com

About Proact

Proact is Europe's leading specialist in data and information management with focus on cloud services and data centre solutions. We help our customers to store, connect, protect, secure and drive value through their data whilst increasing agility, productivity and efficiency.

We've completed thousands of successful projects around the world, have more than 4,000 customers and currently manage hundreds of petabytes of information in the cloud. We employ over 1,000 people in 15 countries across Europe and North America.

Founded in 1994, our parent company, Proact IT Group AB (publ), was listed on Nasdaq Stockholm in 1999 (under the symbol PACT).