

Empower enterprise mobility

Customer Solution Case Study



Customer: The MANN+HUMMEL Group

Website: www.mann-hummel.com

Customer Size: 15,000 employees

Country or Region: Germany

Industry: Manufacturing

Partner: Objektkultur Software GmbH

Website: www.objektkultur.de

Customer Profile

The MANN+HUMMEL Group develops and makes liquid and air filter systems, intake systems, and cabin filters for the international automotive and mechanical engineering industries.

Software and Services

- Microsoft Azure
 - Microsoft Azure Active Directory
- Microsoft Office 365
 - Microsoft Lync Online

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Manufacturer Quickly Deploys Cloud Services Using Cloud/On-Premises Identity Sync

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Norbert Pahl, Manager, Telecommunications Solutions, MANN+HUMMEL

The MANN+HUMMEL Group was eager to deploy Microsoft Lync Online but needed an easy, secure way to authenticate users in the cloud and to coordinate cloud and on-premises identities. Using a beta version of Microsoft Azure Active Directory Sync, the manufacturing company is achieving all those goals and more. MANN+HUMMEL has automated identity syncing, quickly rolled out Lync Online, and enriched collaboration.

The MANN+HUMMEL Group is a global leader in the design, manufacture, and distribution of liquid and air filter systems for the international automotive and mechanical engineering industries. The company has grown rapidly by acquisition and by performing well in key global automotive markets. It employs more than 15,000 people at approximately 60 locations worldwide and earned revenues of about €2.68 billion (US\$3 billion) in 2013.

No User Identities in the Cloud

Making world-class filters requires massive amounts of coordination among thousands of employees every day. MANN+HUMMEL depends on Microsoft

Exchange Server 2010 for email messaging and Microsoft SharePoint Server 2013 for collaboration. But it wanted to augment those core capabilities with Microsoft Lync Server 2013 to take advantage of presence, videoconferencing, instant messaging, and desktop sharing.

However, MANN+HUMMEL felt that it would be too expensive and time-consuming to deploy Lync Server 2013 at 60 locations around the world. The company decided instead to deploy Microsoft Lync Online, a cloud-based version of Lync Server 2013 that is part of Microsoft Office 365, but it didn’t know how to authenticate employees in a cloud environment.

"We wanted Lync Online to use the same Active Directory identities that our on-premises Exchange and SharePoint systems used, but we did not want all of the identity information going back and forth to the cloud," explains Norbert Pahl, Manager of Telecommunications Solutions at MANN+HUMMEL. "Our company forbids the transfer of user account information outside of a company datacenter."

MANN+HUMMEL anticipated more business growth and saw Lync Online as a great way to get thousands of employees onboard in a short amount of time. So it turned to Microsoft for ideas about how to solve its Active Directory synchronization challenge.

Easy On-Premises/Cloud Identity Syncing

Microsoft invited MANN+HUMMEL to test its beta release of a new synchronization service called Microsoft Azure Active Directory Sync. Azure AD Sync makes it possible for organizations to synchronize multiforest Active Directory environments without needing a full-blown identity management product such as Microsoft Forefront Identity Manager 2010 R2. Azure AD Sync makes multiforest and non-Active Directory on-boarding to Azure Active Directory and Office 365 much easier and includes precisely the capabilities that MANN+HUMMEL needs, such as attribute filtering.

Using Azure AD Sync attribute filtering, MANN+HUMMEL syncs only certain fields within user profiles—name, email address, and phone number, for example—but not, say, department name and employee ID. Also, through an Azure AD Sync feature called ID mapping, employees can log on to Lync Online by using their names rather than their ID numbers, which is much easier for them.

MANN+HUMMEL worked with Objektkultur Software, a local Microsoft Partner with a Gold competency in identity management, to deploy Azure AD Sync. "We found it very

helpful to have Objektkultur as a partner," Pahl says. "It would have taken us an incredible amount of research to find out what Objektkultur already knew about identity management in general and Azure AD Sync in particular."

Door Opener to Other Cloud Services

After deploying Azure AD Sync, which took just two weeks, MANN+HUMMEL was able to instantly turn on Lync Online for thousands of employees. "We see Azure AD Sync as a real door-opener for us. With it, we're able to use not only Lync Online but maybe even other Office 365 services and non-Microsoft cloud services," says Pahl. "Now MANN+HUMMEL is able to synchronize user identities quickly and simply with the cloud, without violating any internal data protection rules."

Consistent User Identities for Less Work

With the company's previous manual process for synchronizing user identities across applications, there were many opportunities for mistakes. With the process automated by Azure AD Sync, MANN+HUMMEL knows that user information is correct across all applications.

Relieved of low-level administrative tasks, IT employees have more time to spend on more strategic projects. "Even more important than eliminating the time spent on manual changes is eliminating the potential for errors, which take even more time to address when they occur," says Michael Hille, Communications Solutions Consultant at MANN+HUMMEL.

Richer Collaboration

With the rapid deployment of Lync Online, MANN+HUMMEL eliminated the need to deploy servers all over the world and now quickly brings new employees into the Lync communications fold. "With Lync Online, we have faster, more flexible communications—not only telephone and desktop sharing but videoconferencing and instant messaging," Hille says. "Being a

global enterprise means we have a lot of collaboration going on between sites and time zones. If one of our researchers in Spain needs to call an engineer in the US, she can see, with presence, whether he's available and not stuck in a snowstorm. Plus, being able to see and not just hear who you're talking to helps bridge cultural differences. Our adoption of Lync Online has helped make us truly a global team."

Faster Acquisition Integration

One of the most important times for communication and collaboration with a newly acquired company is right after the acquisition. Unfortunately, one of the biggest pains and costs of acquisitions is the work of integrating the new company's IT system into the parent firm's.

By using the Azure AD Sync multiforest sync capability, MANN+HUMMEL can more easily integrate acquisitions. "With the fast and easy integration of new companies in our Lync environment, we enable new companies to take part in the MANN+HUMMEL community much sooner," Hille says. "This is very helpful in speeding up the integration of new companies."