Case study

BRINK'S

"The HP EliteBook 745 G3 with 6th generation AMD PRO APUs[1], bring tremendous speed to market with its new solutions."

"The world of technology today is moving faster than ever. Brink's operates in more than 40 countries across the globe which creates a significant amount of tasks to manage. We were looking for technology to best enable and support our global reach. The HP EliteBook 745 G3 with AMD PRO A-Series APUs fits our requirements perfectly from a global mobility and stability perspective."
– Matt Burkmier, CIO, Focus Markets and Infrastructure, Brink's

Brink's is a global leader in security-related services for financial institutions, retailers, mines, the diamond and jewelry industries, pharmaceuticals, and a variety of other commercial and governmental customers. For Brink's, IT management has become increasingly important with an emphasis on global policies, standards, and security practices. The company wanted an IT solution that offered outstanding stability and mobility, and found it in the HP EliteBook 700 series with AMD. The HP EliteBook 700 series with AMD is cost-effective, reliable, and delivers uncompromised performance.

Industry
Global security services

Objective
Refresh technology with a business notebook PC to reduce cost and maintain reliability and performance

Approach
Brink's evaluated and standardized on the HP EliteBook 745 G3 notebook powered by AMD PRO A-Series APUs

IT matters
- Stability: Critical to supporting Brink's all-day, every-day workforce with mobile-ready features, and industry leading manageability that drives nonstop productivity
- Mobility: Innovative AMD PRO APU architecture offers all-day battery life[4], power and efficiency optimized for employees all around the world

Business matters
- The globally available standardized platform allows for global product management, including procurement, support, and retirement
- Standardization drives business efficiencies for IT in terms of global policies, global standards, global security practices, etc.

Based in Richmond, Virginia, Brink's is a premier provider of secure logistics and security solutions, including cash-in-transit, ATM replenishment and maintenance, secure international transportation of valuables, and cash management services to financial institutions, retailers, government agencies (including central banks), mints, jewelers and other commercial operations around the world. Brink's delivers innovative services and solutions that contribute to critical business intelligence, improved productivity and enhanced security. The company currently serves customers in more than 100 countries. Today, thousands of companies across the globe entrust Brink's with their most precious assets.

"Brink's business and technology teams have a close, collaborative relationship. Technology is essential to achieving our business objectives relating to operational excellence and commercial growth." said Matt Burkmier, Chief Information Officer, Focus Markets & Infrastructure.

Increasing Importance of Stability and Mobility

"Increasingly, we're asking our employees to achieve more, and a crucial aspect of that is the technology which supports those activities. And with our employees all around the world, and who travel often, mobility is essential. Having a technology solution that is readily available and allows them to conduct business wherever they are is critical for us," said Burkmier.

Brink's initiated a global PC tender to meet these growing needs with the goals of maintaining reliability and performance while reducing cost. "The AMD processor allowed us to achieve all of those goals. I believe the HP EliteBook 745 G3 systems with innovative AMD PRO APU (formerly codenamed: "Carrizo" PRO) architecture offers uncompromised performance with integrated AMD Radeon™ Graphics, along with global availability, stability and consistency on the platform," said Chris McMillan, VP of Global IT Shared Services at Brink's.

Delivering Value with Uncompromising Performance

The HP EliteBook 745 G3 is the world's thinnest and lightest mainstream business-class notebook[2,] powered by AMD PRO A-Series processors. Executives are happy with the EliteBook because it provides all the functionality they require built-in. The HP UltraSlim Docking Station automatically charges the battery whenever the computer is docked, with continuity with previous HP solutions. Brinks has found battery life to be significantly better than with older devices, and is supported with the AMD PRO APU's high efficiency.

"We're getting very positive feedback from all levels of our users. This allowed us to have a globally available standardized platform, which offers for global product life-cycle management, including procurement, support and retirement," said McMillan. He added that the HP EliteBook 745 series with AMD PRO technology is a cost-effective alternative, and all efficiency improvements made are welcomed by management. "While reducing the cost of doing business, AMD systems have helped us to continue to service our customer in a best-of-class manner, which is key to our business."

Right Partnerships to Meet the Goals

Both Burkmier and McMillan say they consider the HP/AMD alliance a strong technology collaboration — one that meets the company's needs consistently and repeatedly. "The Brink's/HP/AMD partnership has been outstanding. In particular, allowing us to be part of the beta test group has helped us ensure that all technical and business requirements continue to be met as we move to our next-generation products," said McMillan.

"I am especially excited for Brink's/HP/AMD alliance this year. HP and AMD seem to be ahead of the game with their EliteBook 700 series available with Windows 10 [3] and AMD's high-end next-generation processor, the 6th Generation AMD PRO A-Series APU," said McMillan. "It's the right partnership to help enable Brink's to meet its goals. HP & AMD, leaders in their industry, provide tremendous speed-to-market of their solutions, and we are looking for that to drive us, from a computing power perspective, to meet our technology objectives."

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[1] AMD PRO A12 APU is an optional feature. This system requires a separately purchased 64-bit operating system and 64-bit software products to take advantage of the 64-bit processing capabilities of AMD technology. Multi-core processing available with AMD technology is designed to improve performance of this system. Given the wide range of software applications available, performance of a system including a 64-bit operating system and a dual-core processor will vary. AMD's model numbering is not a measurement of clock speed.

[2] Based on mainstream business class notebooks as of August 21, 2015 with >1 million unit annual sales having pre-installed encryption, authentication, malware protection, BIOS-level protection that automatically detects and recovers BIOS corruption, passing nine MIL STD 810G tests with optional docking incorporating power delivery, clamshell model, Intel Core U-Series or AMD PRO A-Series processors, built in VGA, Full-Size Display Port, RJ-45 and at least two USB 3.0 ports, integrated Smart Card reader, full connectivity offering optional WWAN, and at least 44 WHr battery.

[3] Not all features are available in all editions or versions of Windows 10. Systems may require upgraded and/or separately purchased hardware, drivers, software, or BIOS update to take full advantage of Windows 10 functionality. Windows 10 is automatically updated, which is always enabled. ISP fees may apply and additional requirements may apply over time for updates. See http://www.microsoft.com.

[4] AMD defines All-Day Battery Life as 8+ hours of continuous use when measured with the Windows Idle test.