

Customer Case

Bruhn Spedition migrates to Cheops Cloud for more continuity, flexibility and innovation

Transport company Bruhn Spedition has made the move from its own outdated server infrastructure to an IT infrastructure in the cloud. Cheops supervised the international project and now monitors Bruhn Spedition's IT base in the Cheops Cloud. As a result, the company can count on an extremely flexible, reliable and uniform IT environment for all users in its four branches. This allows the company's own IT department to concentrate on innovative software projects that create added value for the business.



“Our old servers, which were running at our headquarters in Lübeck, became unstable and the support for them gradually disappeared,” says Joachim Pinn, Managing Director at Bruhn Spedition. “We then could have decided to invest in new on-premises hardware, but we decided to move to the cloud. Cheops convinced us with their proposed approach, expertise and international scope.”

Cheops started the collaboration with a Cloud Readiness Assessment to examine the existing IT environment. In addition, the employees were extensively questioned about their wishes and needs. “The migration to the Cheops Cloud went very smoothly,” says IT Manager William Blake. “We had fortnightly meetings at which Cheops communicated very openly and clearly.”

Central and high-performance IT environment for all users

The result: all 108 users in Bruhn Spedition’s four branches in Lübeck, Antwerp, Helsinki and Saint Petersburg now work using the same cloud infrastructure, where the critical applications are available to everyone in a uniform way. Whereas employees at the German head office used to have a faster connection to the local server than the employees at other branches, now everyone’s speed is the same. “The former irritation around this has gone,” says Joachim Pinn. So the cloud is the ideal solution for Bruhn Spedition.

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William Blake,
IT Manager at Bruhn Spedition



Business continuity guarantee

“As a company, we made a conscious decision to digitise and automate our processes,” explains Joachim Pinn. “Of course, this makes us more dependent on IT. It means our data and applications must always be available. By transferring our IT infrastructure to the cloud and having it managed centrally by Cheops, we have a much greater guarantee of continuity and we do not have to worry about any downtime. Moreover, we receive support for all aspects of our IT environment from a team of specialists. It is impossible for us to obtain all this expertise in-house. We now only need one internal employee who is responsible for the hardware and they can now go on holiday without any worries. Things used to be very different.”

Flexibly adaptable

“The combination of cloud and managed services is also financially advantageous. If you invest in your own IT infrastructure, you can either run out of capacity too quickly or provide a lot of capacity that ultimately won’t be necessary for many years to come. It is simply impossible to predict this exactly. In contrast, the cloud offers flexibility, with a capacity that you can adapt to your current needs.”

Switch to teleworking without any problems

When the corona crisis hit, the cloud infrastructure proved to offer salvation. "Everyone could simply switch to teleworking with the same user environment as at the office," explains William Blake. "That would never have been possible with our own server infrastructure. Our old server would not have been able to suddenly handle much more intensive data traffic."

Physical access to the data centre

An additional advantage for Bruhn Spedition is Cheops's own data centre. "We know where the servers with our business data are located," says Joachim Pinn. "In order to comply with data protection guidelines, we believed it was very important for the servers to be located in Europe and that we have physical access to them if we want. William Blake: "I even had a tour of the data center. As an IT Manager, seeing how everything is organised there gave me great peace of mind. In comparison with the public cloud, we have more control over our own data in the Cheops Cloud."

Focus on development of software with added value

For Bruhn Spedition, opting for the current IT base with an infrastructure managed by Cheops was a very strategic decision. Joachim Pinn: "This enables us to concentrate on our core activities and six of our seven IT employees can now fully focus on software development instead of hardware management."

"We are constantly developing additional applications that provide even better support for our customers and create real added value," explains William Blake. "This enables us to really set ourselves apart from other companies in the transport sector. For example, we are also looking at the possibilities of artificial intelligence to, among other things, optimise our transport operations based on prediction models. In addition, AI can also help us plan the regular maintenance and inspection of our containers so that we always maintain maximum capacity."

Innovation as an asset for customers and employees

Bruhn Spedition, with its extensive digitisation, is a leader in the sector. "Thanks to our cloud infrastructure, we can respond quickly and adapt flexibly to new circumstances," says Joachim Pinn. This helps us to stay ahead of the competition. Our forward-looking approach also makes it easier to attract new employees. Everyone prefers to work with a well-functioning IT environment. And we continue to be ambitious. Sitting back is not an option. On the contrary, we are now building further on this solid foundation. Our cloud infrastructure will in any case provide good support for our growth ambitions."



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Joachim Pinn,
Managing Director at Bruhn Spedition

The Cheops solution

Benefits of the Cheops solution

- increased business continuity
- centrally managed environment
- access to IT expertise
- project supervision and open communication
- IT capacity that can be flexibly deployed
- springboard to innovation

About Bruhn Spedition

Bruhn Spedition specialises in the transport of all kinds of packaged goods, including powder and granulate products and liquid foodstuffs, in its own bulk and tank containers. The company owns more than 3,300 containers, trailers and container chassis and its customer base includes well known European companies in the manufacturing trade such as the chemistry, foodstuff and paper industries. The family business has four branches in Lübeck, Antwerp, Helsinki and Saint Petersburg.

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