



#### Profil

A major actor in optics and audiology in France

#### Enterprise

Audiopic

#### Location

France

#### Industry

Optics and audiology

#### Solutions

- LANDesk® Management Suite
- LANDesk® Antivirus
- LANDesk® Patch Manager

#### Key Benefits

- IT estate management now faster and more efficient
- Central management improves IT operations visibility and tracing remotely
- Important time savings for the IT team, who can focus on more high-value tasks
- Optimized IT estate security

## AUDIOPTIC

### Streamlining Security Management of the IT Estate

#### Introduction

With 1,840 stores in France and Switzerland, and 650 employees, the Optic 2000 group within the Audiopic parent organization is the leading distributor of eyeglasses, contact lenses, and other optical equipment in France. The Audiopic parent company markets various brands of optical and audiology equipment, including Optic 2000, Lissac eyewear, and Audio 2000 hearing aids, and also supplies a cooperative of several independent points of sale. The company also created in 2005 an economic interest group, Audiopic Trade Services, designed to share and optimize resources. Audiopic also supplies products and services to the brands of other companies.

The Audiopic IT Systems Management team of 50 people controls the execution and maintenance of all store systems. Audiopic leverages and supervises the purchasing center's IT services, and makes sure the appropriate IT solutions are implemented at all the organization's points of sale. The IT team chose to implement three LANDesk® software solutions for use in the Audiopic purchasing center, the Optic 2000 stores and around 50 Lissac points of sale. The objective was to provide central management of IT asset administration (LANDesk® Management Suite), and to enable high security and regular patch updates throughout the IT estate (LANDesk® Antivirus and LANDesk® Patch Manager).

#### The challenge

The Optic 2000 group was looking to standardize its entire IT estate (including the Audiopic purchasing center), in spite of a very heterogeneous environment. This standardization effort was also intended to encompass many Optic 2000 and Lissac stores that are managed by various cooperative members and franchisees.

“We were looking for an efficient systems management solution that would help us speed up our processes,” explains Patrick Seux, Organization and IT System Manager for Audiopic. “We needed IT estate management experts, with a tool we could manage remotely from a single console. In addition, on top of IT systems management, we had to secure our 4,700 endpoint stations with a single interface.”

The group also needed a patch management software solution that would ensure optimal security, stability, and better performance, both for the applications and the OS. “We wanted a software that could automatically update the 1,000 servers installed in our points of sale, with no manual operation necessary,” Patrick Seux adds.

#### The solution

LANDesk Management Suite was first implemented in 2008 to optimize the IT estate management in the purchasing center (including the supporting functions of human resources, finance, purchasing, etc.), as well as the Optic 2000 stores and 50 Lissac points of

sale. The IT team objective was to meet users' expectations more effectively by providing them with a more professional service, and tracing the operations with the various stores, including the installation of new modules. LANDesk Management Suite appeared as an obvious choice, especially because of its powerful central management functions.

Now, the group uses a single, more intuitive interface to administer all its IT assets. The solution includes antivirus installation, catalog update, inventory management, remote distribution, and the publication of a detailed report.

At the same time, LANDesk Antivirus was installed on all computers in the Audiopic purchasing center, and in Optic 2000 and Lissac stores, to manage endpoint security, and (more importantly) protect against viruses and other IT attacks, all from a single console. In addition, since the initial purchase of LANDesk solutions in 2008, LANDesk Patch Manager has been implemented on more than 1,000 Windows servers in the purchasing center and in various group stores.

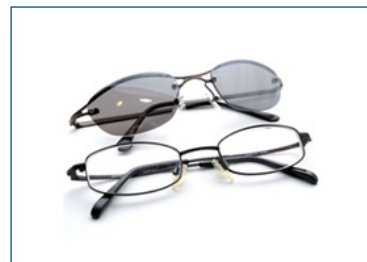
### The Results

Today, LANDesk Antivirus proactively detects a large number of viruses and malware instances, even those that other, off-the-shelf solutions cannot detect. The IT team can quickly and easily know which systems are protected and which ones are vulnerable. The software runs frequent updates, and quickly provides answers to the users, with an average response time under two hours.

The LANDesk Patch Manager solution impressed the IT team thanks to its automation of patch management processes. It provides a single tool that looks up, checks, and downloads available patches, saving the IT team time. The software's active vulnerability analysis secures systems, limits risks, and reduces the number of servers needed to distribute patches.

At the end of the day, central management and remote control were the key arguments in favor of choosing LANDesk. "A technician in the purchasing center can act remotely on a computer situated in a store in Bordeaux, and nobody from the center needs to travel there," Patrick Seux explains.

Because many tasks are automated, LANDesk Management Suite reduces the IT team's workload and enhances its productivity. "We are very happy with LANDesk Management Suite. Its central management makes it easy to use, allows genuine activity tracing, and saves us time. This is a very compelling ROI for us," Patrick Seux says. The group dedicates six people to administer the operating systems that run the LANDesk Management Suite solution every day. Patrick Seux concludes, "These people now have more time to develop new services, and can focus on more value-generating activities."



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**— Patrick Seux**  
Organization and  
IT System Manager,  
Audiopic Trade Services

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