

Top three technical universities in the Netherlands all recommend HP laptops



3TU.

"I have been familiar with HP equipment for more than 30 years and for me HP is a brand that stands for reliability, confidence, performance and state-of-the-art technology." Hans Bezemer, head of the Notebook Service Centre, University of Twente

Objective:

The 3TU Federation of Technical Universities in the Netherlands is a highly regarded collaboration between the universities of Twente, Delft and Eindhoven. Recognising the importance of mobile computing in the modern educational environment, they collaborate to recommend the best laptop buys for their 33,000 students.

Approach:

- The three universities independently recommended HP laptops and notebooks.
- HP to supply EliteBook 8530w mobile workstations, HP Compaq 6730b notebooks and HP 5101 Mini-Note PCs in a \$6.5 million deal.

IT improvements:

- HP laptops deliver the greater compute power needed by students running highly graphical applications.
- The rugged construction and reliability of the machines makes them ideal for use in university environments.
- HP machines are backed by comprehensive support provided through the universities.

Business benefits:

- Students get all the educational advantages of mobile wireless computing.
- The extensive use of state-of-the-art HP laptops improves the competitive reputations of these three prominent technical universities.
- By recommending specific machines, the universities can negotiate quantity discounts for their students.



The three leading technical universities in the Netherlands have joined forces to form the 3TU Federation which aims to maximise innovation by combining and concentrating their strengths in research, education and knowledge transfer.

They are the University of Twente, Delft University of Technology and Eindhoven University of Technology and together they provide higher education for more than 33,000 students.

In common with most universities, the 3TU Federation recognises the importance of laptop computers in the modern learning environment. Although students buy their own laptops through approved fulfillment partners, the three universities make recommendations on the best vendors and models. Having considered models from HP, Dell, Lenovo, Acer and HP they have all independently recommended HP, based on quality and value for money.

Customer solution at a glance

Primary hardware

- HP Compaq 6730b notebooks
- HP 5101 Mini-Note PCs
- HP EliteBook 8530w mobile workstations
- Docking stations, batteries, bags and displays

HP services

- Care Pack services with accidental protection

Thanks to its sound partnering strategy, efficient tender responses and long term relationship with the universities, HP secured a \$6.5 million (€4.5 million) deal in the face of competition from Dell, Lenovo and Acer. The deal provides the three universities with a total of more than 6,000 HP EliteBook 8530w mobile workstations. It also includes 500 HP Compaq 6730b notebooks to Twente and Delft and a further 300 HP 5101 Mini-Note PCs for Twente. Accessories such as docking stations, batteries, bags and displays are also on offer.

Brand confidence

"The 3TU Federation has a prominent position on the university landscape. Graduates from these universities are in great demand and a lot is expected of them," says Hans Bezemer, chief of the Notebook Service Centre at University Twente. "We have no PC rooms here so we put great reliance on the notebooks that our students use because they are the only computers they have. HP machines meet all the demanding needs of the students in these technical universities. We must have confidence in the notebooks that we recommend and we have that confidence in HP."

An advantage for students taking part in this laptop project is that the University of Twente has a notebook service centre which guarantees that if students have a problem with a notebook, they will be provided with a new machine within an hour, ready for their next lecture.

Power choices

A similar support service is also offered at Delft University where experienced students help others with application problems and the partner ISL Automation takes care of hardware support.

"We have recommended two HP machines to students. A basic model for the non-graphics studies and a more powerful model for students studying architecture, civil engineering and industrial design which need more computing power," says Meta Keijzer-de Ruijter, education advisor in the ICT department at Delft. "We chose HP because we need robust and reliable machines that are good value for money and will last in the university environment for three to four years."

To learn more, visit www.hp.com

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