



# Optimising Costs for Innovation

## IT infrastructure optimisation

20% improvement in operational efficiency

## Cost Reduction

15% reduction in Microsoft contract expenses

## Productivity Boost

25% increase in productivity with the adoption of MS Copilot

### Client

Haier Europe

### Industry

Home Appliances

### Platform

Microsoft Advisory Services

### Services

Microsoft Enterprise Agreement and MPSA contract analysis

### Country

Italy

## Introduction

In January 2024, Haier Europe, a global leader in smart home appliances, embarked on an ambitious project with SoftwareOne to enhance its technology infrastructure and optimise costs. The primary challenge was navigating a complex and fragmented IT landscape, renewing Microsoft contracts, and ensuring synergy with Haier's headquarters in China.

Thanks to SoftwareOne's Microsoft Advisory Services, Haier Europe was able to gather critical data, define its specific needs, and prepare for contract renewals, achieving significant cost reductions.



We planned the technological growth of the company in line with the budget by leveraging the group's international contract advantages.



**Francesca Crnkovic,**  
Solution Architect, Software & Cloud at SoftwareOne Italy

## The Client

**Haier Europe** is part of Haier Smart Home, a **global leader in the smart home appliance sector**. Haier Smart Home boasts a network of 10 R&D centres, 71 research institutes, 35 industrial parks, 143 production centres, and a sales network spanning 230,000 points worldwide.

Known for its diverse range of home appliances, Haier Europe sets itself apart with the **innovation and quality of its products**, designed to enhance everyday life for consumers. The company is also dedicated to sustainability, reducing the environmental impact of its products and production processes.

## The Challenge

### Addressing technological and contractual difficulties

Haier Europe began with the significant challenge of managing its complex and fragmented IT landscape, particularly in renewing Microsoft contracts at the start of 2024. The challenge included managing price increases, updating technology solutions, and ensuring alignment with Haier's headquarters in China.

The existing IT infrastructure required major improvements to support global operations and maintain market competitiveness.





## The Solution



SoftwareOne brought invaluable economic benefits but also clarified Microsoft's products, which we lacked a deep understanding of.



**Lucia Ippolito,**  
CTO & DT Operational  
Excellence Leader, Haier Europe

To tackle Haier Europe's initial challenges, SoftwareOne developed a tailor-made solution, offering Microsoft Advisory Services, implementing tools to gather data about the installed Microsoft software, and pinpointing Haier Europe's specific needs.

- **Contract Analysis:** By analysing expiring contracts, pricing, and contractual obligations, SoftwareOne proposed the best solution for renewal.
- **Technology Improvements:** Entra ID and Defender for Office 365 were extended to all employees, with plans to roll out Intune gradually over time.

The adoption of these advanced technologies allowed Haier Europe to significantly improve operational efficiency by automating processes and ensuring centralised and secure IT resource management. The security of corporate data was enhanced through advanced protection measures provided by Azure AD Connect and MS Intune, while Exchange Online and SharePoint bolstered employee productivity and collaboration.

## Comprehensive Services Provided

To address Haier Europe's specific needs, SoftwareOne delivered a full range of consulting and technological support services designed to optimise the IT infrastructure, enhance efficiency, and ensure seamless execution of Microsoft solutions.

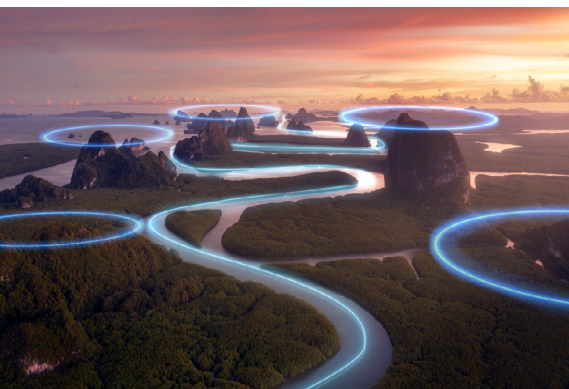
- **Microsoft Advisory Services:** A set of consulting services aimed at maximising the value of Microsoft solutions. These included evaluating business needs, analysing existing infrastructures, strategic technology adoption planning, and managing contracts and licenses. The services also offered best practices, cybersecurity consulting, and change management support, helping cut costs and enhance operational efficiency.
- **Azure IaaS (Infrastructure as a Service):** This cloud infrastructure allows the creation, management, and deployment of applications on a virtual infrastructure, reducing expenses associated with physical servers.
- **PowerShell:** A configuration management and automation tool that eliminates repetitive tasks, improving consistency and operational efficiency.
- **SharePoint:** Facilitates collaboration and document management within the company, providing a centralised and secure system for storing and sharing information.



SoftwareOne showed remarkable competence and readiness. Its significant consulting role enabled Haier Europe to make the best choices from a technological and economic perspective.



**Lucia Ippolito,**  
CTO & DT Operational Excellence Leader, Haier Europe



## Results



The partnership with SoftwareOne is ongoing. SoftwareOne has become our technical and commercial reference for any doubts or requests related to the Microsoft ecosystem.



**Lucia Ippolito,**  
CTO & DT Operational  
Excellence Leader, Haier Europe

## Impact and Improvements

The collaboration with SoftwareOne resulted in a **27% cost reduction** on Microsoft contract renewals. The upgraded infrastructure accelerated operations and lowered operating costs. Additionally, adopting MS Copilot created new opportunities for implementing artificial intelligence within the organisation.

## Competitive Advantages

The modernisation of Haier Europe's IT infrastructure provided a substantial competitive edge in the home appliance sector. The ability to scale resources rapidly, coupled with improved data security, made the company more agile and better prepared to face future challenges. Accessing favourable pricing due to group synergies with Haier's HQ further bolstered the group's market position.

## Future Prospects

Looking ahead, Haier Europe will continue partnering with SoftwareOne to further modernise applications and optimise its cloud environment. The roadmap also includes adopting new technologies and implementing disaster recovery strategies to ensure operational continuity.

**The partnership between Haier Europe and SoftwareOne** represented a major milestone in the company's IT infrastructure modernisation.

With the adoption of advanced technologies and support from experienced consultants, Haier Europe is now better equipped to address future challenges and maintain its leadership position in the home appliance industry.

## CONTACT US TODAY

Find out more at

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