



Desigual Spain

The fashion company has replaced all the desktop PCs at its offices with 700 professional laptops from the Japanese company Toshiba.

Desigual commits to mobile as the core equipment used by its professionals, and turns to next-generation laptops.

More than 700 company professionals around the world have ordered Toshiba devices and laptops.

The fashion company, Desigual, has replaced the computers of more than 700 of its professionals around the world to Toshiba Portégé Z930 laptops with integrated 3G connectivity, and weighing just 1.12 kg.

“The company has offices in 106 countries on nearly every continent, so it is absolutely vital that these are connected. As many of our staff are frequently away from their desks, we have encouraged the use of laptops in these offices. This ensures that we have a unified communications strategy, offering mobility and presence, to guarantee that our team members are continuously online and have access to important information. Toshiba has played a very important role in developing this strategy,” states Jordi Àlex Moreno, Desigual CIO.

The 900 employees that make up the Desigual workforce have had Toshiba laptops since 2009. The attraction lies in their essential characteristics, according to the CIO, of being “light, well-designed and with great performance”. The final phase of this complete transition to laptops took place at the end of 2012, at the same time as with the relocation of the Barcelona head office, when the company’s last desktop PCs were replaced with Toshiba Portégé Z930 devices, which also consist of a carrying case personalised with the company logo and the slogan devised by the company founder Thomas Meyer: ‘La vida es chula’ (life is cool).

Toshiba laptops are the information and communication nerve centre of Desigual's infrastructure. One of their main features is the ability to make and receive calls, and participate in VOIP videoconferences between team members throughout the world, which results in significant cost savings, improved operational results and greater process efficiency.

The choice of these specific devices is largely down to their design and appearance – which is absolutely essential for a fashion company, as well as their wide range of connectivity options, with all necessary ports provided in standard format, and their exceptional performance thanks to the third-generation Intel® Core™ technology, solid-state hard drives and powerful memory. "To this, we can also add the quality, strength and durability associated with Toshiba laptops and the service provided on top of that," concludes Moreno.

The laptops are also essential for the daily running of the new Desigual corporate head offices – a building covering 24,000 square metres where individual desk space is not assigned, but instead, where employees are provided with a locker for storage of their laptop and the other materials necessary for work.

The company believes technology is "an essential factor in the strategy of accelerating processes and improving productivity, while promoting collaboration between different departments and facilitating the growth and transformation of the company's business".

"Through mobility, we have generated high-quality communication, without technological impediments that could prevent new forms of fast, dynamic and collaborative teamwork. This is why we have chosen to use laptops, WiFi and unified communications solutions," underlines the Desigual CIO.

