



Doing more with less
MiniFrame
United Kingdom

Selected Case Studies

Autoworld UK

Ecoware

Autoworld UK

Autoworld are one of the leading motor dealers specialising in Alfa Romeo, Citroen, Fiat, Harley-Davidson and Triumph throughout the Midlands. A family business established for over 35 years.

Its flagship sites are in Chesterfield with branches in Beeston, Nottingham. With over 17,000 items in stock its purpose built state of the art service centre is a vital part of the long running success of the business

The service centre at its Chesterfield site has the ability to service all makes and models of cars as well as franchise makes. Autoworld is a local family business which is big enough to cope, but small enough to care

Autoworlds' parts departments required low cost access to PCs for their staff with limited budget & limited space being key factors. The problem was solved by installing Multi-seat computers running MiniFrame UK's Ecoware system.

This allows several users to work from the same PC using only standard keyboards, monitors & mice. It has meant that Autoworld managed to maximise space & the number of workstations without buying extra PCs & without compromising on quality.

Keith Oliver IT Manager said "we were the first car retailer in Western Europe to get involved with Ecoware and are glad we did. Our Ecoware system does what it says on the tin by freeing up space and providing more PC workstations than we could ever afford. "



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Keith went on to talk about the environmental benefits which Autoworld have experienced since introducing the Ecoware system. He said "The system has reduced the carbon footprint of our noncore business related activities. Competitors with the standard 1 PC per user model or even running thin client deployments must be feeling sick."

As a leading vehicle retailer ecological awareness and practice are becoming more important by the day. Our manufacturers put a lot of effort into creating vehicles with the

lowest practicable carbon output and we are expected to follow suit when it comes to demonstrating sound green credentials

Ecoware has allowed Autoworld to enhance its service to customers and reduced the costs and emissions linked to our computing system

Alfa Romeo Dealer
Principal Paul Burtoft
presenting prizes at the
launch of the new Mito





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