

Detmold Group Transforms Global Operations with 11:11 Systems

DETMOLD GROUP

Challenges:

- Managing a highly dispersed, global IT infrastructure with legacy systems
- Addressing scalability limitations for growing business demands
- Ensuring compliance with complex international regulations
- Reducing unpredictable costs associated with IT modernisation
- Finding the right balance between in-house team skills and partner support
- Mitigating sophisticated cyber security threats targeting supply chains
- Fortifying end-to-end protection for sensitive data and processes

Solutions:

- 11:11 Cloud
- 11:11 DRaaS for Zerto
- 11:11 Cloud Backup for Microsoft 365

Benefits:

- Streamlined global IT operations with a unified cloud solution
- Enhanced scalability to support evolving business needs
- Improved compliance and alignment with international standards
- Predictable and transparent cost structure for better budgeting
- Access to world class support while retaining internal team flexibility
- Comprehensive data protection and rapid recovery
- 30 percent more time and resources available for strategic initiatives rather than routine IT maintenance

Profile:

- Size: Commercial
- Industry: Packaging and Containers Manufacturing

Client Profile

The [Detmold Group](https://www.detmoldgroup.com/) is a leading manufacturer of paper and board-based sustainable packaging. Family-owned and operated since 1948, the company has grown to comprise four distinct brands—Detpak, Paperpak, Cup & Carry, and Detmold Medical—and employ over 3,000 people across 17 countries. All told, it produces over 22,000 different food, retail, and medical packaging products for a diverse range of global customers, including McDonalds. Headquartered in Brompton, South Australia, Detmold boasts a truly global network of sales offices, supply chain operations, and manufacturing facilities, including world-class factories in Australia, Indonesia, China, South Africa, Vietnam, and the Philippines. For more information, please visit: <https://www.detmoldgroup.com/>.

Local Roots, Global Reach

Over the last 75 years, the Detmold Group has maintained a unique balance: expanding its operations to five continents without relocating more than five kilometers. While that may sound like some sort of riddle, it's actually a tribute to the company's storied history.

Established in 1948, Detmold began manufacturing packaging products out of a single, modest factory in Adelaide, South Australia. Three quarters of a century later, the company is not only thriving in the same industry, it's practically in the same spot—geographically speaking, at least. Headquartered just five kilometers up the road from the location of its original factory, Detmold is now a global leader in sustainable packaging manufacturing, generating hundreds of millions of dollars in annual revenue with operations across 17 countries and five continents.

As ICT Manager Marc Koenecke puts it, Detmold is local business with a global presence. Its decades-long commitment to innovation alongside its local, family-owned and operated roots have produced a number of significant benefits. Namely, the development of a strong, singular company mission and more than 75 years' worth of industry knowledge.

Of course, Detmold's unique identity dichotomy doesn't also come without a few challenges, especially when it comes to IT.

"We are very globally spread," said Koenecke. "A large part of our admin and sales teams are managed, as they have been for a long time, from South Australia. But our manufacturing is primarily based out of Southeast Asia. So we've got this immense workforce—1,100 IT users across the business—accessing services that need to be readily accessible across the globe."



"The 11:11 Cloud Console's single-pane-of-glass design is an aspirational one. Only needing to log into a single portal for all of our services makes life so much easier. Think about it: We have our infrastructure workloads, backup as a service, disaster recovery as a service, and backup for Microsoft 365. And yet, we don't have to log into four different portals to get the visibility and billing insights we need.

There's a single platform that handles it all. We also have a single support contract for everything with direct access to 11:11 support staff and experts for each individual product. So, I would say that consolidation, as well as the ongoing collaboration with the 11:11 team, has been the biggest benefit of our partnership. It's like having an augmented infrastructure team."

Marc Koenecke, ICT Manager, at Detmold Group

Global Accessibility, Unparalleled Transparency

While cloud technology has revolutionised the modern IT landscape, particularly for truly global businesses, it can also be quite difficult to adopt effectively.

This has proven especially true for organisations, like Detmold, with legacy systems spread around the world. That is why Koenecke and his team recently sought the expertise of a cloud services provider. They needed a true partner—one who could not only deliver the right solutions, but also the right people and processes the company needed to transform its IT infrastructure.

"Manufacturing as a whole, especially privately-owned businesses and family businesses, tend to carry a lot of legacy systems. Those systems make it quite challenging to do the whole 'cloud first' journey," said Koenecke. "And given that we are locally managed but geographically spread, we have the additional challenge of needing to deploy a solution that is accessible for all users across the globe, regardless of where they are—wherever they're selling the products, wherever they're representing the business."

He continued: "That's one of the primary reasons we identified 11:11 Systems as partner. We wanted a solution that would be central and readily accessible for those staff."

After undertaking a rigorous market assessment, which included both in-country cloud solutions as well as the possibility of upgrading the company's on-premises infrastructure, Koenecke ultimately chose to partner with 11:11 and its comprehensive suite of solutions.

With 11:11 Cloud, 11:11 Disaster Recovery as a Service (DRaaS) for Zerto, 11:11 Cloud Backup, and 11:11 Cloud Backup for Microsoft 365, Koenecke can rest assured that Detmold's mission-critical applications will remain continuously available and secure. He also gained the benefit of increased visibility via the award-winning 11:11 Cloud Console, which offers the ability to easily monitor and manage workloads, while also being able to lean on 11:11's world-class account management, support, and compliance teams.

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Securing Supply Chains

The physical and digital ecosystems that support our businesses, governments, and critical infrastructure are transforming, becoming more interwoven by the day. It would not be hyperbolic to say that this increasingly interconnected chain of subsidiaries and third-party vendors and suppliers—including manufacturers, service providers, retailers, wholesalers, distributors, and more—quite literally sustains the flow of modern daily life.

It also exposes us to vulnerability and risk.

Naturally, the mounting complexity of supply chain interdependencies has been detrimental to cyber resilience. Now, cyber attackers can exploit a vulnerability in one organisation and negatively impact a completely different organisation, as long as they're in the same chain. According to World Economic Forum research, 54 percent of large organisations highlighted supply chain challenges as the greatest barrier to achieving cyber resilience.



Of course, Koenecke is well-acquainted with such concerns. Limiting supply chain disruption is inextricable from Detmold's business model—which is why it has deliberately cultivated its global production networking and supply contingency strategies over the decades. However, much like modern critical infrastructure, the technology, strategy, and skills required to securely manage supply chains are ever-evolving. Trusted partners are essential.

"Supply chain remains the biggest risk to our business. So, we devote a lot of time and energy into investigating third-party downstream risk. It's a core focus for us," said Koenecke. "With 11:11, we know that the underlying infrastructure that runs our core services and applications is protected and aligned with the necessary industry certifications and compliance requirements. In other words, 11:11 provides much-needed peace of mind—which we're then able to extend to existing and prospective customers. We're able to confidently say that we're ahead of the game in terms of security risk and compliance."



Security has been a critical part of 11:11's DNA since the beginning, and as internal and external threats evolve, so too does its multi-layered approach to protecting data. 11:11 includes managed, purpose-selected security across all services, which is directly integrated into the 11:11 Cloud Console to provide for ease of use, transparency, and control.

Additionally, Koenecke noted that the flexibility and scalability of 11:11's cloud solution also plays a role in securing Detmold's global supply chain.

"We've got security capabilities that are outside the 11:11 stack, of course. But we've only been able to utilise those capabilities because we have a scalable infrastructure," said Koenecke. "We're able to deploy publishers very quickly into the 11:11 infrastructure, which benefits our entire system and keeps us secure when accessing things remotely."

Storied Past, Bright Future

For Detmold to thrive for as long as it has in such a fast-paced and evolving industry, it must remain agile and forward thinking. It must also stay true to its roots of sustainability, passion, and persistence, setting ambitious goals for future growth.

In other words, Detmold must maintain the unique balance that has sustained and propelled it throughout the last century. The company's commitment to this path is evidenced in its willingness to modernise and future-proof its IT infrastructure with help from a partner like 11:11.

Built around a specific strategy to plan, predict, migrate, optimise, and protect, 11:11 provides the best of cloud by including everything an organisation needs to satisfy even

the most complex application requirements. As a result, Koenecke is able to maintain the flexibility and agility he needs to ensure the company's growth, both now and in the future, while also freeing up valuable resources.

"We're no longer constrained by the hardware limitations that we historically had—the storage constraints, the CPU overhead, the CPU contention that happens between systems. Now, I would say about 30 percent of the effort that had gone into maintaining all of that has been reinvested into more forward-looking proactive solutions," said Koenecke. "So being able to really target some of those application life cycles, rearchitect them, redesign it, engage with vendors for new technologies and security capabilities, that is a large part of why the 11:11 solution was so attractive."

THE RESILIENT CLOUD PLATFORM



MODERNISE



PROTECT



MANAGE