



## KEY HIGHLIGHTS

INDUSTRY: TELECOMMUNICATION



### CHALLENGE

Providing desktop solutions to thousands of call center agents, including support for telecommuters, while reducing costs and improving service.

### SOLUTION

VMware Virtual Desktop Infrastructure (VDI) helped Bell Canada lower TCO for call center workstations while improving IT responsiveness to growing business needs.

### VMWARE VIRTUAL INFRASTRUCTURE AT WORK

- VMware Virtual Desktop Infrastructure (VDI)
  - VMware ESX Server 2.5 runs hosted virtual machine desktop environments in secure datacenter.
  - Fat client PCs access hosted desktop environments via remote display protocol (RDP).

### DEPLOYMENT ENVIRONMENT

- ESX Server on IBM HS20 8832s and 8843s, each with 2-CPU, 8GB RAM
- HP MSA 1000 SAN
- Applications: 80+ custom and "off the shelf" applications running on desktop environments

*"With VMware Virtual Desktop Infrastructure (VDI), we are able to manage complex, secured desktop environments from our datacenter. This has made it easy for Bell Canada to create and manage more than 3,000 desktop environments for call center agents."*

Martin Quigley, VMware Partner, CGI Group, Senior Technical Consultant to Bell Canada

## Bell Canada

Bell Canada Enterprise (BCE) is Canada's largest communications company. Its main subsidiary, Bell Canada, provides local telephone, long distance, wireless communications, Internet access, data, satellite television and other services to residential and business customers through some 27 million customer connections.

As a large call center operator, Bell Canada constantly seeks to reduce the total cost of providing desktop computing environments to their call center workers. With 8,000 agents needing desktop computing for their day to day tasks, Bell Canada needed to find a way to address the costs of managing and securing such a large desktop environment.

In conjunction with VMware Partner, CGI Group, Bell Canada selected VMware Virtual Desktop Infrastructure (VDI) to address its call center desktop management needs. Bell Canada explored alternatives to VDI including shared services software but dismissed this option after terminal-server testing revealed that the applications would not perform correctly. VDI made sense for these reasons: ease of desktop management, the ability to rapidly deploy new user endpoints and a seamless user experience. "The beauty of the VMware Virtual Desktop Infrastructure solution is that it makes everything so easy," says Quigley. "We are able to monitor usage, manage access and reallocate resources as necessary – all from our datacenter."

## Results

- Lowered TCO of call center desktop environments through elimination of desktop site visits, network help requests and shipment of updated hardware to remote workers.
- Improved IT responsiveness to business need to hire more telecommuters: "We don't have to worry about security or the difficulty of setting up their environments," says Quigley.
- Simplified management helps Bell Canada control thousands of endpoint desktops from its centralized datacenter.
- End users connect to their own familiar desktops running inside virtual machines on the host server, providing a seamless user experience.
- VDI desktop environments provisioned in less than 20 minutes compared to weeks for a physical desktop, enabling rapid desktop deployment.
- VDI's hardware independence allowed agents the flexibility of using any type of hardware for their desktop environment.
- Leveraged Bell Canada's SAN architecture in the datacenter to ensure robust disaster recovery and business continuity for call center users.