



Auto dealer jumpstarts sales with virtualized solution

Isuzu Ung Nguan Tai Group eliminates downtime and increases car sales by 80 percent through virtualized data center and desktop services



Customer profile



Company Isuzu Ung Nguan Tai Group
Industry Automotive
Country Thailand
Employees 800

Business need

Isuzu Ung Nguan Tai Group wanted to increase car sales and improve levels of customer service by delivering desktop services to mobile sales teams while ensuring business continuity through highly available technology.

Solution

The company partnered with Dell to deploy a virtualized data center based on Dell™ 12G PowerEdge servers virtualized with VMware® vSphere® and connected to Dell EqualLogic storage with Dell Networking switches. Personalized virtual desktops are delivered through VMware Horizon™ View.

Benefits

- Sales increase by 80 percent as employees maintain productivity beyond the office with mobile desktop environment
- IT costs minimized through reducing application deployment from 200 days to two hours
- Downtime and millions in lost revenue eliminated through high availability
- Business growth of 25 percent supported through highly scalable solution
- Business continuity delivered through application compatibility

Solutions featured

- Data Center Consolidation
- Data Center Virtualization
- Mobile Computing
- Backup & Recovery
- Infrastructure Consulting Services
- Support Services

“Our sales have increased by 80 percent since the virtual desktop infrastructure designed by Dell has helped us improve performance. Previously, our sales staff were bound to their desks and offices, but now, they can work from any location and have constant access to critical information that will answer customer queries and close deals.”

*Chaiporn Tangnuntachai, Account and IT Manager,
Isuzu Ung Nguan Tai Group*

Isuzu Ung Nguan Tai Group (UNT) is a Thai dealership for Isuzu vehicles and currently has 15 branches throughout the country. With 800 employees and a growing regional customer base, increasing workforce mobility and having highly scalable infrastructure to support expansion into overseas markets are key priorities for the company.

“Our solution is delivering a great return on investment in a number of areas. The Dell EqualLogic storage can expand to support 25 percent more virtual desktops, and the Dell PowerEdge R720 12th generation servers have improved computing power and management control that we need without having to purchase additional servers.”

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Account and IT Manager,
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UNT employees working in the branch offices visit customers across Thailand and often travel to meet clients located around the region. However, due to security concerns, while working remotely employees did not have access to desktop services, which remained tied to physical PCs. This meant that customer inquiries relating to specific requirements, from current stock volume for particular car models to available colours, would have to be verified through phone calls made to the various branches, or would be delayed until staff returned to their offices. These delays proved costly in meeting car sales volume targets and creating growth for the company.

The organization wanted to equip staff with mobile devices that would improve productivity and increase the flexibility to deliver services to customers in any location. Chaiporn Tangnuntachai, Account and IT Manager, Isuzu Ung Nguan Tai Group, says, “Our business requires our staff to be highly mobile. Having direct access to information is crucial to delivering a personalized service, and we really struggled in making sure we gave employees exactly what they needed when meeting with customers.”

Further risks to the company’s goals for business growth were system instability and the absence of a disaster recovery strategy. The company had experienced considerable downtime due to system outages. This led to data loss and challenges in meeting customer orders and service level agreements. This was proving costly

to the business with estimated losses of 3 million Baht (US\$96,000) each time UNT experienced system failure. Having already dealt with a three-day outage, UNT urgently needed to increase protection across the company’s infrastructure to deliver high availability to each branch office.

Technology at work

Services

Dell Support Services
– Dell ProSupport with
Mission Critical 4-Hour
Onsite Response

Dell Infrastructure
Consulting Services

Hardware

Dell PowerEdge R720 servers
with Intel® Xeon® processor E5-
2600 product family

Dell PowerEdge R710 servers
with Intel Xeon processor 5500
and 5600 series

Dell EqualLogic PS6100XS and
PS6100E storage array

Dell Networking 7024 and
8024 switches

Software

VMware® vSphere® 5.0

VMware Horizon View™ 5.0

VMware vCenter™ Site
Recovery Manager™

VMware ThinApp®

High availability delivered through virtualized data center solution

UNT worked with Dell Infrastructure Consulting Services to discuss their requirements for a solution that would provide secure access for mobile devices, deliver high availability, and enable an effective disaster recovery strategy to eliminate data loss. After completing a successful proof of concept, UNT chose to partner with Dell to deploy a virtualized infrastructure based on Dell PowerEdge R720 powered by Intel® Xeon® processor E5-2600 product family and Dell PowerEdge R710 servers with Intel Xeon processor 5500 and 5600 series, both running VMware® vSphere® 5.0. Data is securely stored on Dell EqualLogic PS6100XS and PS6100E storage arrays, with Dell Networking 7024 and 8024 switches providing a 10-Gigabit Ethernet network to deliver high speed access to company data and applications. The company currently has a virtual machine density of 25:1 that delivers high availability for critical business applications including payroll, HR and accounting systems.

IT costs minimized through reducing application deployment from 200 days to two hours

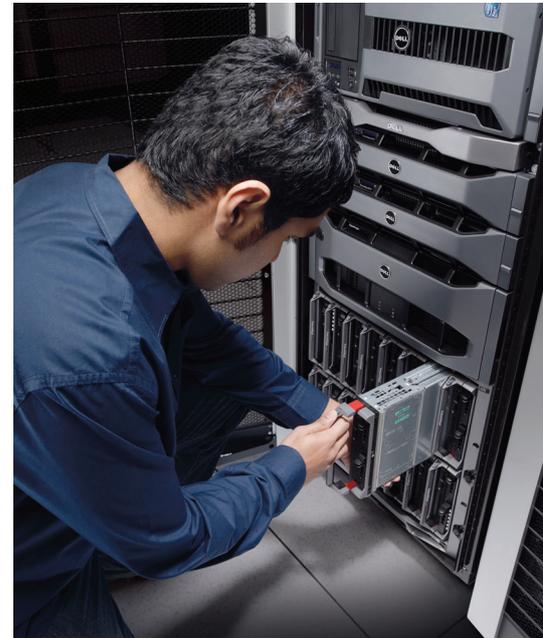
Previously the company's small IT team was responsible for managing 800 desktops across the 15 branches. With application deployments taking up to two hours per machine, the business could not support employees without hiring new IT staff and incurring greater expense. With the virtualized solution this cost has been eliminated. Instead application deployment that would have taken up to 200 days is now taking less than half a day to complete. Tangnuntachai says, "We have reduced the time taken to deploy new software and upgrades from two hours per machine, to a total of two hours for all 800 desktops through virtualization. That translates into huge savings both in time and resources as we were looking to hire an extra 10 people to manage our IT services with our existing infrastructure."

UNT is using VMware ThinApp™ to accelerate application deployment and free up the time of the IT team to focus on innovating with the new technology. The feature is proving beneficial to the company to improve speed and specify the exact time for application deployment. Tangnuntachai says, "Our administrator can set the specific time for deploying the application to eliminate disruptions to our users and can quickly deploy applications to the desktop and migrate applications to Windows® 7."

Sales increase by 80 percent as employees maintain productivity beyond the office with mobile desktop environment

Due to increased service levels the company has achieved a tremendous jump in sales as a result of flexible access to the desktop via mobile devices. UNT recognized that providing mobile devices to sales and services staff would enable improved productivity and revenue through instant access to data. The company has provided personalized desktop services to all employees through a virtual desktop infrastructure powered by VMware Horizon® View 5. "Our sales have increased by 80 percent since the virtual desktop infrastructure designed by Dell has helped us improve performance. Previously, our sales staff were bound to their desks and offices, but now, they can work from any location and have constant access to critical information that will answer customer queries and close deals," says Tangnuntachai.

Now staff can travel to meet customers located beyond Thailand and have seamless access to services. While currently using company issued mobile devices, in the future the solution will support the roll out of a 'bring your own device' policy (BYOD) through the organization. Tangnuntachai says, "Recently our service staff travelled to Laos and the customer was very impressed that we could deliver exactly the same level of service outside of Thailand. It's that level of service that ensures our customers stay loyal to our company."



Downtime and millions in lost revenue eliminated through high availability

With Dell, UNT has protected the company's infrastructure in the event of a disaster to ensure business continuity across the 15 branches. After severe floods hit Thailand in 2011, UNT realized that the company needed a disaster recovery strategy to minimize the impact of system failure. The company has estimated that the cost to the business through loss of data is around 50 million Baht (US\$1,600,00). Using VMware vCenter Site Recovery Manager connected to Dell EqualLogic storage, all of UNT's information is protected through replication of data every 15 minutes to their remote disaster recovery site. Tangnuntachai says, "We can now recover our data within 30 minutes in the event of a failure. This means that we have effectively eliminated disruption to service delivery in the branches should something happen in the data center in Bangkok."

UNT has the assurance of high availability across the infrastructure to deliver improved business continuity to each of the company's branches. Tangnuntachai says, "We've experienced zero unplanned downtime since the implementation of our virtualized data center and virtual desktop infrastructure. When it costs the business 3 million Baht through loss of revenue each time there is a system failure, guaranteed high availability has a huge financial impact on our business."

Business growth of 25 percent supported through highly scalable solution

Maintaining efficient margins is essential to increasing UNT's growth. With greater profitability the company has the confidence to expand the number of branches it operates across the region. UNT has a highly scalable solution that will meet projected demands. "Our solution is delivering a great return on investment in a number of areas. The Dell EqualLogic storage can expand to support 25 percent more virtual desktops, and the Dell PowerEdge R720 12th generation servers have improved computing power and management control that we need without having to purchase additional servers," says Tangnuntachai.

When extra support is needed, UNT has the assurance of protection from Dell ProSupport with Mission Critical 4-Hour Onsite Response to keep the business running. "We know that we can have spare parts delivered to the data center within four hours, and with virtualization it remains business as usual while any repair occurs. Our customers are seeing the benefits of our investment in technology as an enabler of our highly responsive service," says Tangnuntachai.

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