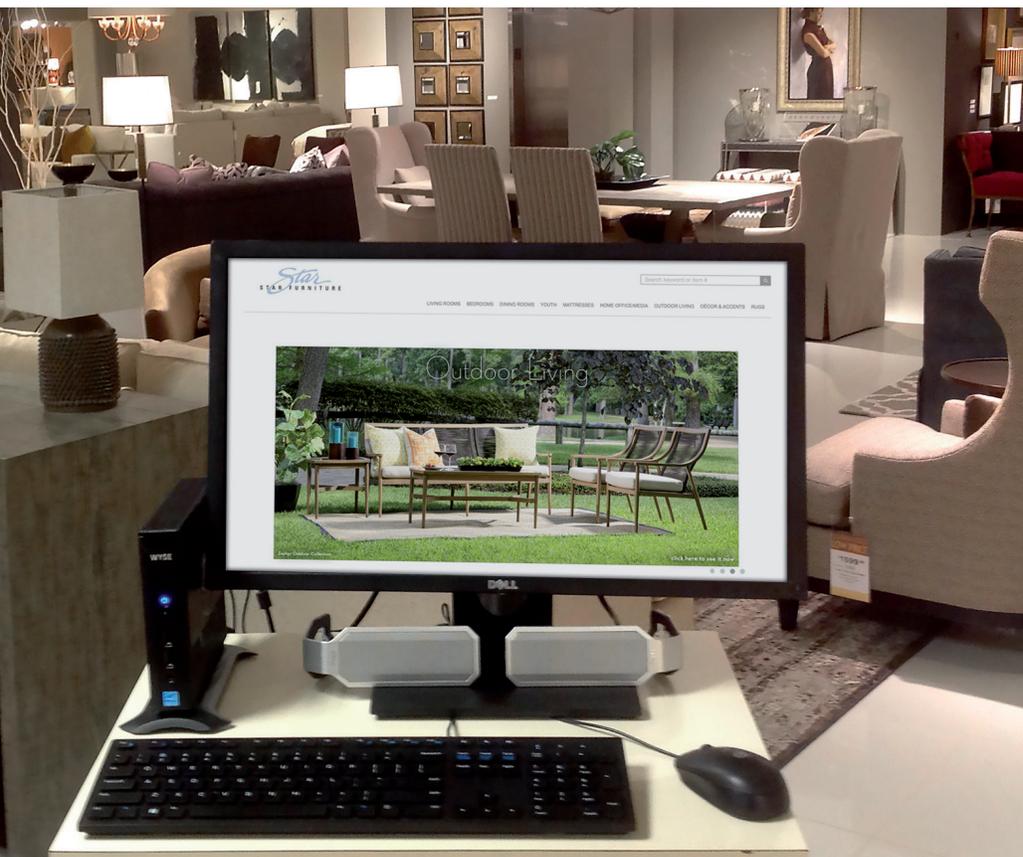




Keeping the focus on furniture

Star Furniture gives customers a better experience, enhances security and scales for growth with virtual desktop solution



Customer profile



Company	Star Furniture
Industry	Retail
Country	United States
Employees	740
Website	starfurniture.com

Business need

Star Furniture sought to improve the performance of sales presentations for customers, enhance security, and scale to meet business growth.

Solution

The company implemented a virtual desktop infrastructure based on Dell Wyse thin clients to improve system performance, ease deployment and management, and increase security.

Benefits

- Delivers in-store customer presentations 100 percent faster
- Meets compliance and security requirements
- Saves tens of thousands of dollars and hundreds of hours by simplifying deployment

Solutions at a glance

- [Cloud Client-Computing](#)

“Shortly after we deployed the Dell Wyse thin clients, we ran a promotional video and it was 100 percent faster. Multimedia works perfectly for our sales teams now, so they can show customers online ads or furniture collection videos.”

Steve Robinson, Vice President of Information Technologies, Star Furniture

When salespeople at Star Furniture want to show the company's latest television ad or furniture line virtual tours, they expect their PCs to operate without problems. "Our multimedia presentations need to work perfectly for customers, because it reflects poorly on our brand if there are technical issues," says Steve Robinson, vice president of information technologies at the Texas-based chain.

Yet sale teams at the company's 11 showrooms routinely had performance challenges with their PCs, used for point-of-sale (POS) systems and customer displays. "Video and audio playback was very inconsistent," says Robinson. Additionally, the company's seven-person IT team, which supports technology for 740 employees, wanted to deploy operating systems and showroom PCs faster. He says, "We are expanding and we need to manage that growth in the simplest way possible because there are only seven of us."

Star Furniture also needed to address data security, in light of a recent corporate audit. Robinson says, "We were given a mandate to ensure we weren't vulnerable to outside attacks."

Rolling out a Dell VDI solution at 11 stores

To address its needs, Star Furniture chose to implement a virtual desktop infrastructure (VDI) solution based on Dell Wyse 5010 thin clients as endpoints for the organization's Windows platform. "We have always had great reliability with the Dell servers and desktop PCs we use here, and we were comfortable moving to the Dell Wyse thin clients for the manageability and security they would give us," says Robinson.

Star Furniture worked with Dell partner SHI to deploy Dell Wyse thin clients at 11 stores throughout Texas. Star Furniture salespeople use the devices in the showrooms to look up inventory, show videos and pictures to customers, and process customer orders. Star Furniture is also implementing a Nutanix™ hyper-converged infrastructure that will power the Dell Wyse solution.

Displays video and audio presentations 100 percent faster

Star Furniture can now provide stronger video and audio performance. "Our back-end servers simply send screenshots or audio files to the Dell Wyse thin clients, which enables us to keep the bandwidth we already have in our stores and not have any degradation to the system," says Robinson.

As a result, Star Furniture sales employees can demonstrate new products without any problems. "Shortly after we deployed the Dell Wyse thin clients, we ran a promotional video and it was 100 percent faster," says Robinson. "Multimedia works perfectly for our sales teams now, so they can show customers online ads or furniture collection videos. We're in a fashion environment, and we have an image to uphold. This solution helps us do that effectively."

Offers better protection against attacks

"Our company is very strong on PCI compliance and data security, because of the many threats out there," says Art Vasquez, IT manager at Star Furniture. "We can easily meet those compliance and security requirements with the Dell Wyse thin clients. By not relying on client-based operating systems that could be vulnerable, we don't have to worry about exposure to viruses or malware through the operating system."

Products & Services

Hardware

Dell Wyse 5010 thin clients

Saves tens of thousands of dollars and hundreds of hours

Refreshing endpoints is a much simpler process for the company's IT staff than before. "Deploying the Dell Wyse thin clients couldn't be easier. We simply ship them to our stores, and the employees plug them in and turn them on and they're ready to go. It saves us tens of thousands of dollars and hundreds of hours on the hardware-refresh process," says Robinson.

Gives IT more time to focus on business growth

The Star Furniture IT team now has more time to spend on important company IT initiatives. "We don't have to spend time fixing hard drives or reconfiguring devices, and we don't have to go to individual stores to assist with IT problems related to PCs, because of the centralized management we have with the Dell Wyse thin clients," says Vasquez. "We have more time to work on projects that will help our company grow, instead of spending hours every week on hard-drive failures and other problems."

The company can also keep pace with current and future business expansion. "Once we integrate the Dell Wyse solution with our Nutanix environment, we'll be able to easily scale to add many more clients going forward," says Robinson. "We feel like we're ready for whatever the future brings."

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