Case Study

Retail

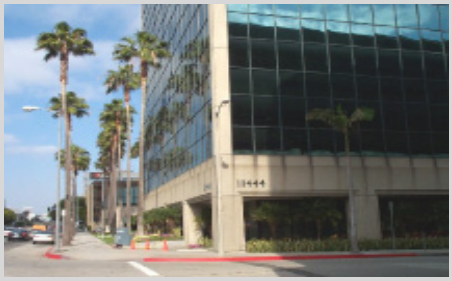
teleflora®

Teleflora Stakes Reputation on 2X Virtual Computing Stability and Performance

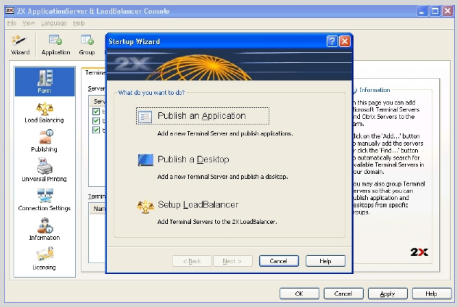
Teleflora, the nation's largest floral delivery network service, has chosen a 2X virtual computing solution to meet the computing needs of their call centers. In creating an optimized solution, the company has chosen to deploy the 2X ApplicationServer with Load Balancer, along with the 2X ThinClientServer Enterprise Edition, to optimize employees' remote access to critical desktop applications. Specifically, the 2X solution guarantees the efficient operation of Teleflora's call centers, especially during peak order times, with flawless desktop performance delivered to over 1,100 users in multiple locations.

Jeff Jones is the Systems Architect at Teleflora, and as such, is responsible for ensuring that the company's desktops can efficiently meet the day-to-day needs of the organization. Due to his limited IT budget, especially in the midst of a recession, Jeff is also responsible for ensuring that Teleflora's IT goals are met at the lowest possible price, to preserve funds for other uses. Because Teleflora's call centers require a huge influx of customer relations employees during peak floral sales periods, over 1,100 desktops must be maintained to support the employees' order processing needs, with 650 full-time employees, along with 500 additional peak-time call center hires. Yet unlike the company's seasonal hires, who are discharged at the end of each peak season, the company was forced to purchase individual application licenses for each of its call center desktops, regardless of the fact that they may only be used a few weeks per year. To solve this problem, Jeff chose a 2X-based thin client solution with his ten 32-bit HP BL460c Blade Servers, along with the VMware ESX 3.5 (VI3) virtualization platform. By switching to a 2X thin client solution with remote application publishing, which runs users' applications from a central server rather than from the individual desktops themselves, Jeff explains that he was "able to save $120 per machine, simply from one-time licensing cost savings," a total cost reduction of over $120,000. Although Jeff notes that a thin client device solution might also prove effective, he explains that to implement such a solution, he would "have to spend $300 each for over 1,000 thin client devices" to achieve long-term cost reductions, making a device-based solution impractical in achieving immediate savings. Teleflora's 2X-based solution was thus a "diamond in the rough that fundamentally changed the way we do things," as it significantly lowered IT costs and reduced the need to purchase additional thin client devices.

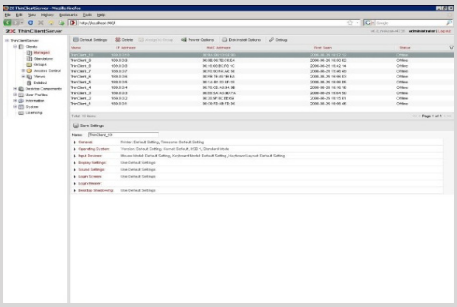
> "2X was a diamond in the rough that fundamentally changed the way we do things."
>
> - Jeff Jones, Teleflora



Despite the significant benefit of IT cost savings to Teleflora's bottom line, Jeff credits 2X with providing a much more valuable benefit in ensuring flawless desktop performance. During typical business periods, the company's operations are heavily demanding of top-notch computing technology, as the company maintains relationships with over 25,000 member florists, for whom the company provides an integrated back-end solution, including website hosting, email, and order processing, both by phone and online. By providing a critical revenue stream for its member florists through order processing, Teleflora's corporate reputation would be in jeopardy were its order processing system to



2X ApplicationServer allows you to publish applications and desktops from a terminal server to the desktop of a remote user



2X ThinClientServer allows the use of thin clients from different vendors, old or existing computers, and new low-cost computers, with management of these thin clients through one open, consistent interface

experience failures. During critical periods, these failures were more likely to occur, with call centers bursting at the seams with 1,000 employees and a resulting increase in the probability of desktop system malfunctions. While more likely to occur, desktop crashes during these periods are also much more damaging to florists' revenue streams, as Jeff notes that a typical call center employee "processes an order every two to three minutes." A desktop crash taking hours to fix could therefore put a significant dent in Teleflora's sales, damaging their relationship with their member florists, who trust the company with their orders, and marring the company's public brand. To reduce the probability of desktop crashes, Teleflora's technicians would typically spend two weeks prepping the desktops at each call center before the arrival of seasonal employees for peak seasons, verifying the operating condition of each desktop individually. Since Teleflora's 2X thin client solution was installed, the call centers' desktops have been operated remotely, removing the need for individual desktop checks. Thus with Teleflora's use of its 2X thin client solution, Jeff comments that rather than use his technicians' time making week-long system spot checks, he uses them in a more productive manner, checking maintenance on call center phone systems and cubicle arrangements. Jeff explains that through improved maintenance with his 2X solution, his "technicians' labor requirements have fallen from 24 weeks to 24 hours, allowing them to perform their normal jobs without distractions."

A by-product of Teleflora's increased thin client-based efficiency is the new-found confidence Jeff's team and call center managers have gained in trusting their 2X solution to efficiently handle any potential desktop error that might arise. Jeff explains that he admittedly felt nervous concerning possible crashes during high sales periods. Because of the risk of possible failures, Jeff had his technicians not only rigorously check the machines before call center employees arrived, but also felt compelled to have them watch the machines while sales were conducted. He explains that desktop maintenance thus became a "babysitting scenario, since the oldest, least-used machines were most likely to be used, and so the technicians were forced to be defensive and wait for machines to crash before taking action." Now, through their 2X thin client solution, Jeff states that he "can fix virtually any desktop problem by simply rebooting the ThinClient OS from the central server, accomplishing in minutes what used to take hours to repair." As a result, he explains that he has "been able to reduce desktop crashes by 99% from previous levels, since my team can reboot any failed desktop from a central source." Call center managers can now drive their teams to aggressively pursue sales, knowing that their technical support team can handle virtually any desktop challenge that might arise; it should thus be no surprise that company satisfaction with call center operations is at an all-time high.

Scott Sims, 2X Business Development Manager, Americas stated that the company was "pleased to offer Teleflora easily manageable solutions to meet the high standards of their demanding call center operations. With centrally managed and published applications, using a thin client-based solution, companies like Teleflora can optimize access to their network. We will continue to offer Jeff and his team the latest in virtual computing software and look forward to meeting their future server-based computing needs with the efficiency and cost savings potential characteristic of 2X products."

Jeff and his team are confident of 2X Software's ability to continue to provide quality server-based software solutions in the future. He states that Teleflora's future path should involve an expansion of their remote application publishing capabilities, along with a move to a thin client device-based solution, to take advantage of potential long-term savings opportunities. Even with a transition to thin client devices, Jeff still plans to make 2X a core component of his solution, stating, "I'm very satisfied with the application publishing and load balancing offered by 2X, and we'll need these capabilities in a larger scale with a device-based solution, especially considering the cost-effectiveness and scalability characteristic of the 2X product line." He further explains that 2X products' simplicity elevates them above competitors, since he "used Citrix for many years, and 2X's products' stability makes them a desirable choice for an operation as demanding as ours."

About 2X Software

2X Software Ltd - 2X - is a company developing software for the booming server-based computing market. Thin client computing controls spiraling PC management costs, centralizes application and desktop management, improves security and performance and allows users to work remotely. The company's product line includes: 2X ThinClientServer, 2X LoadBalancer for Terminal Services/Citrix, 2X ApplicationServer for Windows Terminal Services, and 2X VirtualDesktopServer. 2X is a privately held company with offices in the USA, Germany, UK, Cyprus and Malta. Its management team is backed by years of experience in developing and selling network infrastructure software. 2X is a Microsoft, VMware, IBM and RedHat partner. For more information, visit: http://www.2x.com.

About Teleflora

Teleflora is proud to have been connecting customers with the nation's best florists for more than 70 years. Headquartered in Los Angeles, California, Teleflora has over 20,000 member florists throughout the U.S. and Canada, with an additional 20,000 affiliated florists outside North America. The company prides itself on delivering flawless customer service to our direct customers and member florists alike. For more information, visit: http://www.teleflora.com.

2X Software, Europe (HQ)
109, 4th Floor
Sir William Reid Street
Gzira GZR 1033
Malta
T: (+356) 2258 3800
F: (+356) 2137 7078
sales@2x.com

2X Software, Americas
16301 Quorum Drive
Addison, TX 75001
USA
T: (+1) 866-970-6262
F: (+1) 866-970-6464
sales.us@2x.com

www.2x.com