



Windows Vista Customer Solution Case Study



Customer: speakTECH
Web Site: www.speakTECH.com
Customer Size: 150 PCs
Country or Region: U.S. West Coast
Industry: Professional Services

Customer Profile

speakTECH, Costa Mesa, Calif., is a software development company and has been a Microsoft Gold Certified Partner since 2005. The firm develops custom solutions for clients in the government, manufacturing, financial, medical services, and media and entertainment sectors.

Software and Services

- Windows Vista Enterprise
- Microsoft Windows Virtual PC
- Microsoft SQL Server
- Windows Vista Enterprise Centralized Desktop
- Terminal Services in Microsoft Windows Server 2008
- Microsoft System Center Virtual Machine Manager
- Microsoft Application Virtualization

For more information about other Microsoft customer successes, please visit: www.windowsvistaexperience.com

Performance, Security and GUI of Windows Vista Doubles Consultant's Business

“Windows Vista Enterprise is at the core of our business. Its 64-bit performance, enhanced security and rich GUI enabled our virtualization strategy, which helped double our business for two consecutive years.”

Aaron Sloman, President and Chief Executive Officer, speakTECH

speakTECH maximizes its growth by fully utilizing the latest Microsoft technology. The early adoption of Windows Vista Enterprise 64-bit Edition enabled speakTECH to execute a virtualization strategy where consultants host resource intensive environments on their laptop PCs. The superior 64-bit performance, impressive graphical user interface (GUI) and improved security of Windows Vista were critical to the success of speakTECH's virtual solutions and the key to doubling its business for two consecutive years.

Business Needs

speakTECH lands high-profile emerging businesses and Fortune 500 clients by offering them leading-edge technology solutions. “We’re technologists,” said Aaron Sloman, chief executive officer of speakTECH. “And our new business approach is completely virtual.” Sloman’s IT and user experience consultants use laptops to demonstrate virtual solutions on the road. The company’s decision to put rich-media virtual environments on IT consultant’s laptops was meant to dazzle

clients and capture more business. Performance was absolutely critical to the success of the company’s virtualization strategy. speakTECH needed a platform that could support its virtual solutions built on Windows Media technologies such as Microsoft Rich Media Collaboration Services.

A Companywide GUI

speakTECH employs a team of graphic designers who create Flash and Microsoft Expression Studio animations, interactive



web sites, and ad agency quality projects. Most of them were working on Macs. Facing rapid growth in its client base, speakTECH looked for a way to move its designers to a companywide standard Windows platform. For the move to be successful, designers had to function more effectively in the new environment. A top-notch GUI had to win over designer's loyalties.

Security

speakTECH's clients include companies in the healthcare, financial services and high-profile media and entertainment arenas. Constantly on the road, speakTECH's consultants store their high-profile clients' sensitive data on their laptops. The risk of loss of data should a laptop be stolen or lost is significant. "If we lose a client's data, we lose the client's confidence," said Sloman. Anticipating a large increase in its consultant staff, speakTECH needed a data security solution that would keep its consultants moving while controlling the risk of loss of client data.

Solution

speakTECH takes full advantage of the capabilities in Windows Vista to "Strategize, Design and Deliver" — speakTECH's slogan — its virtual IT solutions with a distributed work force, often working from different locations on the same project. Windows Vista Enterprise 64-bit Edition and Windows Server 2008 support numerous virtualization solutions. "Our business is like the X Games of technology," said Sloman. "We use Windows Vista to the extreme."

In addition, speakTECH dramatically improves the performance of its consultant's laptops with the ReadyBoost feature in Windows Vista Enterprise. ReadyBoost provides a major jolt of performance whenever it's needed as consultants design and demonstrate speakTECH's virtual solutions. Each of speakTECH's more than 100 consultants carries a 2- to 4-GB memory stick to use with ReadyBoost.

The cleaner, high-performing desktop experience of Windows Aero, the user interface in Windows Vista, helped persuade more than a dozen graphic designers to leave their Macs and move to Windows Vista. The richer visual experience of Windows Aero was a key factor in the success of the conversion.

speakTECH employs the Windows Aero desktop, Windows Presentation Foundation (WPF) and the latest Adobe graphics tools to create, according to Sloman, a rich design experience which is integrated with the rest of the organization. Wireless support and synchronization features are provided by Microsoft Office Groove software.

"Our creative team relies heavily upon accuracy and support for large display devices. WPF provided high resolution scaling, no matter where the consultant was working, and a rich experience in the tools previously used on their Macs," said Sloman.

Sensitive customer information, such as account numbers, unreleased media content and patient data, stored on speakTECH's machines is highly secure thanks to BitLocker Drive Encryption. BitLocker helps safeguard the client data stored on speakTECH's laptops by encrypting the entire hard drive.

Benefits

■ **Virtualization Doubles Revenues**
Results have been spectacular since speakTECH deployed Windows Vista Enterprise. Its dazzling, 64-bit performance adds punch to speakTECH's marketing.

"We can run better sales demonstrations and more virtual solutions on our laptops," said Sloman. "That means more sales. Windows Vista Enterprise is at the core of our business. Its 64-bit performance, enhanced security and rich GUI enabled our

virtualization strategy, which helped double our business for two consecutive years."

■ **Improved Performance Saves \$15,000 per Week**

speakTECH saves over \$15,000 per week in consulting time by using ReadyBoost.

"Everything is one-third faster with ReadyBoost," said Sloman. "Virtual PC environments run much more efficiently. Our consultants' laptops really scream." ReadyBoost saves two hours per week per consultant, Sloman estimates.

■ **Conversion From Mac to Windows Aero Cuts Expenses by 30 Percent**

Operational and capital expenses for the graphic design team were reduced by over 30 percent when more than a dozen graphic designers converted to Windows Vista. Having a single platform simplified support, facilitated volume hardware purchases and provided unified compatibility with office docking stations.

"The transition from Mac to Windows Vista was very easy because the Windows Vista user experience provides an equally rich GUI," said Sloman. "We have a wider choice of software and better wireless support with the EVDO cards we use, and synchronizing files is easier. We also get better performance from our Adobe and Microsoft design tools, with a wide choice of screen resolution."

■ **Solid Security Enhancements**

"With a company of consultants who are all mobile with laptops, it's very important to secure their machines," said Sloman. "We have had a number of machines lost, with no security issues raised to this point. We carry a very large insurance policy on our clients' data, and BitLocker Drive Encryption means we haven't had to use it."