DER Reisebüro – PCoIP® Technology Case Study

DER Reisebüro: Delivering high-quality, secure, and cost-effective travel services with PCoIP technology

CHALLENGE

Provide a fast, reliable, secure desktop environment to 2,300 travel agents in 580 offices across Germany.

SOLUTION

Deliver a secure, high-performance, rich multimedia experience using a first-class virtual desktop solution based on Teradici PCoIP technology, Wyse P20 zero clients, and the VMware View desktop virtualization solution.

SUCCESSES

- eliminated 2,300 desktop PCs
- reduced power consumption by 80%
- improved application performance
- increased data security
- secure, remote desktop access with no VPN required

Travel agencies are continually challenged by an ever changing list of product options, high customer expectations, fierce competition, and shrinking profit margins. To remain competitive in this price sensitive market, travel agencies need to provide efficient, personalized, and cost effective services.

To deliver efficient and personalized services to its clients across the county, DER Reisebüro's travel agents rely on a number of key travel industry software-as-a-service applications including AMADEUS, which provides reservation and inventory management, and TTBistroPortal which provides detailed information, including pictures and videos of hotels and tourist areas which are shown to clients during the sales process.

In 2008, DER Reisebüro had three IT staff dedicated to managing the company's desktop environment which was comprised of approximately 2,300 desktop PCs spread across 580 travel agencies. With a client hardware lifecycle that exceeded five years, the small IT staff struggled to support this sprawling desktop environment and keep it up-to-date with the latest software updates and patches to ensure data security.

"With a large number of employees to support across hundreds of offices, our small IT staff was having a hard time keeping the company's mission-critical desktop environment up to date," explains Sascha Karbginski, system engineer at DER Reisebüro.

After meeting with VMware and learning about PCoIP technology, the DER Reisebüro IT team decided to implement a virtual desktop environment. Today, DER Reisebüro has virtualized more than 95 percent of its desktop environment—for a total of 2,300 virtual desktops—based on Teradici PCoIP technology, Wyse P20 zero clients, and the VMware View desktop virtualization solution. The solution runs on Dell servers with 144 GB of memory and 2 Quad Core CPUs to host 50 to 60 virtual desktops on each VMware ESXi server.

The decision to implement a solution that leverages PCoIP technology was easy. DER Reisebüro's travel agents regularly present various travel destination videos in Flash to prospective clients and the agents rely daily on AMADEUS, its most important business application. Other desktop virtualization solutions tested during the proof of concept stage proved incapable of supporting Flash or high quality videos and were unable to

Deliver Performance, Data Security, and Ease of Administration with VDI and PCoIP

PROJECT ACHIEVEMENTS

support the full features of AMADEUS. Consequently, these virtualization solutions were not viable options for the company, while PCoIP tested to handle all tasks with reliability and security.

"The user experience with the new virtual desktop environment has been phenomenal," explains Karbginski. "Travel agents can log into a virtual desktop quickly and easily and the solution has the same desktop look and feel that they are familiar with."

> " The combination of Wyse P20 zero clients, PCoIP technology, and the VMware View virtualization solution, has enabled us to offer a truly uncompromised computing experience for our travel agents while reducing overall IT costs by providing an efficient and secure centralized computing environment"

Sascha Karbginski, Systems Engineer
DER Reisebüro

Improved customer service through faster application performance

When working face to face with a busy travel client, travel agents are keenly aware of any slowdown in application performance. After implementing the virtual desktop environment with PCoIP zero clients, DER Reisebüro's travel agents were pleasantly surprised that the performance of key applications they use throughout the day had improved considerably.

Increased IT team efficiency

While DER Reisebüro's IT staff once struggled to keep its sprawling desktop environment up to date, the new virtual desktop environment has significantly decreased the team's administrative burden. Before implementing the virtual desktop environment, the team needed to update the AMADEUS application about four times a year. These application updates were performed during business hours with travel agents controlling when the updates would actually be performed. If the agent performed the update immediately, it would mean that the desktop would be out of use for anywhere from five to 15 minutes— potentially causing delays in the agency's ability to serve customers. If the agent chose to implement the changes later, it was up to the agent to manually begin the updating process and it would take months to update all desktops. With the new VDI environment, the IT team can run these updates at night – without any interruption or involvement from individual travel agents. The result is more efficient IT staff and travel agents, and a more up to date and secure computing environment.

Reduced IT costs and power consumption

With offices across Germany, DER Reisebüro is always looking for ways to reduce its environmental footprint. The replacement of physical PC's with Wyse P20 Zero Clients (with Teradici's TERA

Chip onboard) in the new virtual desktop environment has enabled the company to reduce power consumption by 80 percent. The new virtual desktop environment also requires less memory – 1.5 GB versus the 2 GB of memory it used to mandate – saving more than $65,000 in resources. DER Reisebüro has also been able to decrease its e-waste by an estimated 50 percent.

Secure, remote desktop access for mobile and home office users

With an increasing number of DER travel agents and staff requiring remote access to business applications, the VMware View PCoIP Security Server provides a single-click remote access solution outside of the corporate network without the need for a VPN. It provides the staff with the same security, connectivity and ease of administration benefits as RDP and other TCP based protocols, but preserves and maximizes the remote user experience. The security server produces a simple one-step, one-click authentication with Security Gateway in the DMZ, and tunnels PCoIP UDP/SSL port 4172 traffic between multiple client and server instances.

With secure, simple and seamless access to their virtual desktops from anywhere in the world, DER's staff is able to maintain a higher level of productivity and improve response times to client requests.

DER Reisebüro's new virtual desktop environment has benefited its customers, travel agents, IT staff, and the company's bottom line. Concludes Karbginski, "The combination of Wyse P20 zero clients, PCoIP technology, and the VMware View virtualization solution, has enabled us to offer a truly uncompromised computing experience for our travel agents while reducing overall IT costs by providing an efficient and secure centralized computing environment."

PRODUCTS USED

VMware vSphere™ 5.0

VMware View™ 5.0.1

Wyse P20 Zero Clients

Teradici PCoIP Firmware 3.5.1

Teradici PCoIP Management Console

ABOUT DER REISEBÜRO

With more than 580 sales offices throughout Germany, DER Reisebüro has built its business by delivering quality, personalized travel services for a range of travel options including packaged and customized holidays, ocean and river cruises, flights, ferry, rail, and event tickets. DER Reisebüro has their own catalogues for ocean and river cruises, and the programme is supplemented by the DER Touristik & Incentive products, which are geared to speciality and congress trips.

ABOUT PCOIP TECHNOLOGY

The PCoIP® (PC-over-IP®) protocol is a revolutionary display, encryption and remoting technology. The PCoIP protocol compresses, encrypts and encodes the entire computing experience at the data center and transmits it 'pixels only' across a standard IP network to stateless PCoIP desktop devices.

PCoIP technology allows an organization's PCs and workstations to be centrally managed in a data center while providing high resolution, full frame rate 3D graphics and HD media, with full USB peripheral interoperability, locally over a LAN or remotely over a high-latency WAN.

ABOUT TERADICI

Teradici drives innovation to fundamentally change the way people use and deploy computers by developing technology and solutions that deliver a true, uncompromised PC user experience over IP networks. Our focused approach in designing advanced image processing algorithms enables the physical separation of the computer and the user, and ultimately will change the way enterprises compute.

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