



---

## Overview

### The need

Call & Call had an outdated end user IT infrastructure and needed to increase efficiency in order to reduce IT costs and speed workstation provisioning.

### The solution

The company worked with IBM to engage in an IT transformation, architecting an IBM Smart Business Desktop Cloud solution based on Wyse full streaming client technology.

### The benefit

Call & Call reduced management from 1,200 computers to one single operating system image and one application image per application, and it projected operational savings of up to 50 percent and energy cost savings of €100,000.

---

# Improving global call center operations through IT transformation

Based in Cinisello Balsamo, Italy, Call & Call Holding is the parent company of a network of call and contact centers distributed throughout Italy. With around 2,800 operators and 1,600 workstations, it outsources services to companies centered on customer service and telemarketing.

## Setting the pace in a fast-moving, competitive industry

The call center industry is an increasingly competitive marketplace. To keep up with customer demands and provide quality customer service, Call & Call needed to regularly upgrade PCs in each call center and frequently reconfigure systems to support customer applications. Call & Call had an outdated end user IT infrastructure and needed to increase efficiency in order to reduce IT costs and speed workstation provisioning. The company also wanted to centrally manage all of its distributed end users and provide simplified and secure access to information.

## Improved IT management and increased computing power

With an increasing number of resources required to manage and maintain thousands of desktop PCs, Call & Call teamed with IBM Global Technology Services to architect an IBM Smart Business Desktop Cloud solution. This new IT solution was based on Wyse full streaming client technology and aimed to simplify IT operations and manage all applications from a single, central location. Call & Call wanted to use virtualized desktops to eliminate the need for desk-side maintenance, deliver energy cost savings and provide Call & Call employees with access to better computing power for use with the most intensive multimedia applications and comprehensive customer data.



---

### Integrated

- Migrated workstations from among five sites across Italy to a centralized location using IBM Smart Business Desktop Cloud and technology from Wyse
- Installed four IBM BladeCenter® HS22 servers running VMware technology at the central server farm located in Settimo Milanese, Italy

### Automated

- Enabled automatic updates to all end devices when an application needs to be upgraded or new software is configured, easing IT management and minimizing employee downtime
- Gained the ability to update the virtual desktop environment via the server, while data is managed over the security-rich data center servers and is no longer stored on the client side

### Secured

- Leveraged the IBM Smart Business Desktop Cloud and Wyse thin-client solutions to vastly improve security and simplify software license management

### Transformed

- Architected a Smart Business Desktop Cloud solution based on Wyse full streaming client technology
  - Streamlined IT operations and gained the ability to manage applications from a single, central location
- 

“The combination of IBM and Wyse cloud client computing solutions has strengthened the continued success of delivering a new level of flexibility to support our joint customers’ business demands and adapt for change,” says Mark Jordan, vice president, EMEA, Wyse.

### Centralizing management and data storage through effective integration

As part of the transformation, Call & Call is migrating workstations from five sites across Italy to a centralized location. IBM Global Technology Services installed one IBM BladeCenter E Chassis housing four IBM BladeCenter HS22 servers running VMware technology in Settimo Milanese, Italy. Additionally, one IBM BladeCenter HS22 server running the Microsoft® Windows® operating system with Wyse Streaming Manager technology was installed at each call center site.

### Automating the tedium of user updates

The desktop cloud environment provides automatic updates to all end devices when an application needs to be upgraded or new software is configured, easing IT management and minimizing employee downtime. Leveraging the desktop cloud environment, Call & Call can simply update the virtual desktop environment via the server. Additionally, data is managed over the security-rich data center servers and is no longer stored on the client side.

### Improved security and software license management

The IBM Smart Business Desktop Cloud and Wyse thin-client solutions provide vastly improved security for Call & Call, with the added benefit of increasing operational efficiency through centrally managed workstations. In addition, the new solution is expected to reduce the need for device management, simplify software license management and lower overall energy consumption for the organization, resulting in significant cost savings.

### Expanding the desktop cloud into the future

Call & Call has achieved significant success by virtualizing desktops and implementing the cloud environment. In the future, Call & Call plans to further expand its desktop cloud environment. “The savings in virtualizing our desktops allowed us to improve the capacity of each system and provided a 90 percent reduction in energy savings, but the most important benefit has been our savings in personnel costs for deploying, upgrading and managing software and systems,” says Fabio Mattaboni CIO, Call & Call.

---

## Solution Components

### Software

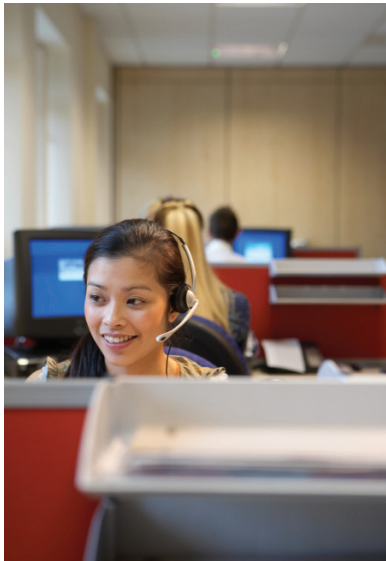
- VMware
- Microsoft Windows

### Servers

- IBM System Storage® DS3400
- IBM BladeCenter E Chassis housing four IBM BladeCenter HS22 servers
- Wyse full streaming client

### Services

- IBM Global Technology Services
- 



## Achieving increased efficiency, scalability and return on investment

With the new Smart Business Desktop Cloud solution from IBM Global Technology Services, Call & Call was able to reduce management from more than 1,200 geographically distributed computers to one single operating system image and one application image per application typology. The drastic management improvement directly resulted in a cost reduction for the company. Additionally, the new solution allowed Call & Call to dramatically reduce the effort of end user device management, reduce software management and significantly reduce power consumption.

The IBM BladeCenter infrastructure provides advantages like ease of scalability and ease of integrated management of storage and networking. In addition, the user experience is not affected because each user continues to have an individual desktop environment. The organization is projecting to cut support and operational costs by up to 50 percent when the project is completed, thanks to the reduction in user help desk calls and almost complete avoidance of onsite services. It also expects energy savings of almost €100,000 in three years.

“IBM’s experience in services and our expertise in creating a cloud computing infrastructure has allowed us to help clients simplify their entire enterprise and become more flexible to adapt to changing market needs. Together, IBM and Call & Call have created a solution to make desktops more flexible and efficient while cutting energy and IT costs with the use of IBM’s Smart Business Desktop Cloud,” says Rich Esposito, vice president, workplace services, IT strategy services, IBM.

## For more information

To learn more about smarter computing from IBM and how we can help you integrate, automate, secure and transform your IT, contact your IBM sales representative or IBM Business Partner, or visit:

[ibm.com/smartercomputing](http://ibm.com/smartercomputing)

For more information about Call & Call Holding, visit:

[www.callecall.it](http://www.callecall.it)



---

© Copyright IBM Corporation 2011

IBM Systems and Technology Group  
Route 100  
Somers, NY 10589  
U.S.A.

Produced in the United States of America  
February 2011  
All Rights Reserved

IBM, the IBM logo, and [ibm.com](http://ibm.com) are trademarks or registered trademarks of International Business Machines Corporation in the United States, other countries, or both. If these and other IBM trademarked terms are marked on their first occurrence in this information with a trademark symbol (® or ™), these symbols indicate U.S. registered or common law trademarks owned by IBM at the time this information was published. Such trademarks may also be registered or common law trademarks in other countries. A current list of IBM trademarks is available on the web at “Copyright and trademark information” at [ibm.com/legal/copytrade.shtml](http://ibm.com/legal/copytrade.shtml)

Microsoft and Windows are trademarks of Microsoft Corporation in the United States, other countries, or both.

Other company, product and service names may be trademarks or service marks of others.

References in this publication to IBM products, programs or services do not imply that IBM intends to make these available in all countries in which IBM operates. Offerings are subject to change, extension or withdrawal without notice. All client examples cited represent how some clients have used IBM products and the results they may have achieved.

THE INFORMATION IN THIS DOCUMENT IS PROVIDED “AS-IS” WITHOUT ANY WARRANTY, EITHER EXPRESSED OR IMPLIED.



Please Recycle

---