



NAME

Crescent State Bank

LINE OF BUSINESS

Financial Services

LOCATION

Cary, North Carolina

SOLUTION

Replaced PCs in several branches and headquarters training center

USERS

Branch tellers, support staff and personnel undergoing training

GOALS

- Reduce IT costs
- Slash IT staff travel time spent troubleshooting PC problems at branches
- Minimize technology limitations on long-term strategic planning
- Increase security with centralized controls over USB drive connections
- Upgrade the bank's technology with cost-saving solutions

RESULTS

Reduced annual computing operations costs by 60 percent and freed up IT staff for more strategic projects.

Crescent State Bank provides personal and business banking services to communities throughout Eastern North Carolina from 15 branch offices, including a main branch and corporate headquarters in Cary, NC. Founded in 1988, Crescent State has grown from 11 employees in Cary, NC, to 175 employees working in branches as far as away Wilmington, 140 miles away.

The large geographic spread of Crescent State's service area presented significant challenges for the three-person IT staff charged with maintaining the core corporate infrastructure as well as local servers and about 10 PCs at each of the branch locations. Michael Goodman, Vice President and Director of Information Technology, was brought on board in late 2008 with a mandate to upgrade the bank's technology infrastructure with cost-saving technologies. Having his two technicians driving as much as two hours – one way – to the most distant branches several times per week to troubleshoot end user PC problems on top of their other duties was a significant drain on human resources and the IT budget. Eliminating the kind of endpoint management that required such support visits was a primary goal in evaluating new technologies.

Eliminating End User Device Management

"Our IT operation was hobbled by having to support and maintain PCs," Goodman said. "Supporting 225 PCs with two people, and handling patches, upgrades, new deployments and troubleshooting problems combined with the long drive times was a complete nightmare."

Goodman saw an immediate fit at Crescent State for Pano Logic. He had seen a demonstration of Pano Logic at EMC World 2008 in May of that year. He recalled watching in awe as a Pano Logic representative, operating a virtualized server on a laptop and running the Pano Logic desktop virtualization software, supported eight individual users connected via Pano Logic's zero clients. He was impressed with the performance. He was also intrigued by the idea of managing end users from a centralized location and putting an end to supporting end user devices.

With Pano Logic, end user PCs are replaced with Pano Logic's zero client end user devices. The Pano Device is called a zero client because it contains no processor, no operating system, nor any moving parts, completely eliminating endpoint management and security breaches. Pano Logic shifts all of the computing onto the

server where it can be centrally managed from a single interface that an IT manager can access from his own desk or from any Pano Device on the system. Goodman did some research on Wyse thin clients before making his final determination. However, he ruled them out immediately because of additional licensing costs associated with the devices as well as the prospect of still having to maintain an end user device.

Two-Hour Branch Rollout

Crescent State has replaced all of the PCs with Pano Logic at three branches – 10 PCs per branch – as well as 15 PCs in a 45-seat training center at the headquarters facility. Goodman was able to set up a new branch in two hours, including loading the VMware ESX 3.5 software and the Pano Logic software as well as creating and provisioning each user's virtual desktop.

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The speedy deployment of Crescent State's systems using Pano Logic means the bank no longer has to factor in technology delays when making strategic moves, like acquiring new branch locations. “Our company can make strategic decisions knowing that technology won't slow things down,” said Goodman. “This is about rapid deployment, ease-of-use, savings in IT, savings from reduced end user downtime – so many things are rolled up into our move to Pano Logic virtual desktops.

“Supporting PCs is a thing of the past. Not having my techs on the road all over Eastern North Carolina means I can divert staff energy to more strategic initiatives, like consolidating

systems and deploying new technologies that will save us even more money,” added Goodman. “We're able to better support our users through technology, in fact adding to our support while reducing costs. Pano Logic has really helped me stretch our dollars. And one of my key mandates was bringing the bank up to date on the latest technologies that will save money.”

Six-Month Payoff, 60% ROI

Pano Logic paid for itself in six months in reduced support and maintenance costs and energy savings. The overall cost of providing computing for each branch using Pano Logic is almost 60 percent less than the cost of PCs. Crescent State plans to upgrade 10 additional branches with new servers and Pano Logic virtual desktops in 2010. The low cost of Pano Logic, compared to PCs, has enabled Goodman to set an aggressive upgrade schedule.

The bank is contractually obligated by its transaction processor – a common practice in banking – to maintain a server at each branch for security and other reasons. Crescent State is upgrading each of its local servers to Dell R710 servers with VMware ESX 3.5. As machines at each branch are swapped out, the IT team is replacing the branch PCs with Pano Logic virtual desktops. Because so much of the banking operation depends on the local server at each branch, there's no additional risk to the bank from bringing in Pano Logic in lieu

of PCs. Each branch still has one PC as a backup but so far, they haven't been needed.

The deployment had to overcome one technical challenge. Goodman had a hard time getting the Pano Logic software to work with the bank's transaction validators, essentially the small machines that print out receipts. Goodman contacted Pano Logic, who asked for a validator. Within 48 hours, Pano Logic had solved the problem and provided a solution. "I love their support," he said.

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Baseline Benefits

The move to Pano Logic from PCs has made the bank's systems more secure. Because Pano Logic gives IT controls over what individual users may connect to their Pano Devices, Crescent State can now prevent employees from connecting USB drives to the network and downloading additional software. Banking staff, who understood they still had a discrete desktop, have responded favorably. The employees at branches that have virtual desktops say the systems are faster than their old PCs. "The branches that don't have them want them," Goodman said.

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