

Microsoft® SoftGrid® Application Virtualization

Microsoft®
Desktop Optimization Pack
for Software Assurance

Case Study: Sutherland Global Services

Premier Firm Speeds Deployments, Enhances Security, Reduces Desktop Imaging Time by 96 Percent

THE CHALLENGE:

Deploying, updating, and supporting applications was an incredibly time-consuming and resource-intensive process.

THE SOLUTION:

Sutherland decided to deliver applications virtually using Microsoft® Softgrid® Application Virtualization, a component of the Microsoft Desktop Optimization Pack.

THE RESULTS:

- Increased desktop utilization
- Improved business agility
- Faster application deployment
- Enhanced security

Challenges

Sutherland is the largest organically grown business process outsourcing (BPO) player in the industry, with a significant offshore footprint and a balanced portfolio of services that include customer care, technology support, and integrated back-office services. It also offers a professional services arm, focused on process improvement consulting and global business transition. In spite of being a leader in its field, providing services to Fortune 1000 companies, Sutherland faced challenges in deploying, updating, and supporting applications for users. It needed a solution to address these challenges, simplify and accelerate application deployment and upgrades, and establish a cost-effective way to manage its IT infrastructure. Sutherland decided to deploy Microsoft® Softgrid® Application Virtualization for faster application deployment, enhanced security, and business agility.

A little over half (54 percent) of its revenues are derived from global technology players. The remaining business comes from high-growth verticals including banking, insurance, retail, and telecommunications. Within these chosen verticals, the company manages a strong global client base, with 70 percent listed among the Fortune 500 companies.

Sutherland is one of the first few offshore-leveraged BPO companies to have articulated and executed a blended global service delivery model that it calls Right-Sourcing™. The company has a culturally meshed and operationally effective global management team.

Sutherland was using Symantec Ghost Cast Server 8.0 for its application management requirements. However, the company was facing challenges in deploying, updating, and supporting applications because the process was incredibly time consuming and resource intensive. The challenges were:

SUTHERLAND
GLOBAL SERVICES®

Company overview:

Sutherland Global Services® is a premier customer management company with 21 years of practitioner heritage in business process outsourcing. It offers process consulting, technology support, and help desk services as well as multinational business process outsourcing (BPO), specializing in back-office and customer life cycle management services for Global Fortune 1000 clients.

Started in 1986 in Rochester, New York, Sutherland currently employs over 20,900 professionals offering globally blended services from its 19 delivery centers in India, Philippines, Mexico, Canada, and the United States.

- **Re-imaging a Time-Consuming Process:** For every program ramp-up and movement, all desktops needed to be re-imaged. This required a lot of employee time to deploy and support. Employees spent many hours testing new and updated applications against their standard image to ensure the two would not conflict. This was both costly and time-consuming to maintain.
- **Patches and Updates a Colossal Task:** Although Sutherland wanted to keep its applications current and secure every year by deploying patches and updates on a continual basis, they could not because doing so was a tedious process. Application updates were forming a sizable portion of the desktop management cost in the company. The cost of maintaining these variable changes across multiple processes was very high and difficult to manage.

Sutherland realized it needed to centralize its IT infrastructure so that it could speed new deployments and updates, centralize application management, enhance IT service quality, and operate at less cost.

The Microsoft SoftGrid Application Virtualization Solution

In order to resolve its critical application management challenges and to keep the cost of operations low, Sutherland partnered with Wipro Technologies, a Microsoft® Gold Certified Partner, to deploy a virtualized desktop environment. It implemented an application virtualization solution using Microsoft Softgrid® Application Virtualization. A component of the Microsoft Desktop Optimization Pack (MDOP), Softgrid Application Virtualization transforms applications into virtualized, network-available services resulting in dynamic delivery of software that is never installed, never conflicts, and minimizes costly application compatibility testing, thereby reducing application deployment and support costs.

Softgrid Application Virtualization completely transforms desktop administration, including deploying, patching, updating, and terminating applications. Instead of a complex series of unavoidable steps that consume resources, it becomes a simple, automated process that requires minimal resources and delivers superior results.

“With Softgrid Application Virtualization software, we now have the opportunity to deploy virtualized applications, which will allow us to more quickly and easily roll out new applications,” says Ravi Shankar, Senior Systems Engineer, Sutherland. “Virtualization also allows us to deploy new applications while keeping the old ones on the desktop.”

Softgrid Application Virtualization decouples applications from the operating system so that they run in an isolated environment. Because the applications are not installed on every workstation, employees can run the applications they need without affecting any existing installations on the workstation. This virtual model prevents software conflicts on individual machines and allows companies to deploy one or more applications at the same time.

The implementation of the Softgrid Application Virtualization solution was completed in 18 business days. “Softgrid Application Virtualization has offered us a solution that introduces lower costs, greater flexibility, and improved manageability into the corporate PC fleet,” adds Shankar.

The Results

Softgrid Application Virtualization has a unique ability to virtualize all key components of any Windows® application and to transform desktop administration from a time-consuming process into a simpler, automated process for deploying, patching, updating, and terminating applications, which requires minimal resources.

“The implementation of Microsoft Softgrid Application Virtualization has made enterprise application management much faster and affordable while making our desktop environment much more secure.”

KARTHIK R,
MANAGER, GLOBAL TECHNOLOGY
INFRASTRUCTURE, SUTHERLAND

Increased Desktop Utilization

"Now after using Softgrid Application Virtualization, our desktops have only a very basic image instead of the huge number which we had to support and manage," says Shankar. "This enables us to quickly deploy applications. By having a standard image, fewer standby desktops are required across clients, thus reducing hardware costs significantly."

Additionally, since only the basic image is installed, the servers are kept clean, resulting in optimal performance and lower maintenance.

Improved Business Agility

Softgrid Application Virtualization supports organizational growth by providing an extremely flexible infrastructure that can adapt immediately to evolving business needs. "Softgrid Application Virtualization provides our users the flexibility to access any application from any location and any device," adds Karthik R, Manager, Global Technology Infrastructure, Sutherland.

"The biggest advantage we've realized by using Softgrid Application Virtualization is the rapid reduction in the time to re-image a PC. Earlier it took 4 people 2 days to re-image 100 desktops (64 hours of effort), Now it takes 1 person 2 hours. That's a 96 percent reduction in effort!" says Karthik.

Faster Application Deployment

With Softgrid Application Virtualization, administrators can accelerate each step of the application management process by compressing the time necessary for packaging and preparing applications, deployment, updating, support, and termination. Users automatically receive the latest application version the next time they log on to the network. Softgrid Application Virtualization eliminates the need for extensive compatibility testing, enables applications to be assigned centrally through the Active Directory® service, and automatically provides the newest version of authorized applications every time a user logs on to a PC.

With Softgrid Application Virtualization, the company can update an application once and then make the updated application available to all users immediately. As soon as the update is complete, any user requesting the application gains access to the latest version after the user exits the old version.

Enhanced Security

With Softgrid Application Virtualization, Sutherland can now eliminate end-user admin privileges that had to be given to agents to support ActiveX® controls, a potential security risk.

"The implementation of Microsoft Softgrid Application Virtualization has made enterprise application management much faster and affordable while making our desktop environment much more secure," says Karthik.

See For Yourself

To learn how Microsoft SoftGrid Application Virtualization and the Microsoft Desktop Optimization Pack for Software Assurance can help you and for complete systems requirements, visit www.windowsvista.com/optimizeddesktop.

Microsoft® Desktop Optimization Pack for Software Assurance

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