

Citrix Call Center Gives New Life to Old Hardware with IGEL



The Citrix Call Center in Ft. Lauderdale uses a combination of IGEL UD3 software-defined endpoints, along with the IGEL UD Pocket and IGEL Workspace Edition to convert some of its existing hardware endpoints into IGEL OS-powered endpoints.



FEATURE QUOTE

“Transitioning to IGEL OS could not have been easier for our call center team. IGEL offered full support, making life simpler for our IT staff.”

~ Joe Verderame, VP of Architecture and Operations,
Corporate Information Technology, Citrix

SUMMARY

The Customer

Citrix Call Center, Fort Lauderdale, FL

The Challenge

- **Hardware mix.** Over time the call center supported a mixture of aging laptops and different thin client devices. Thus, platform-independent software became a requirement.
- **End user experience.** Equipment needed to be as “connected” as possible, providing reliable, “always-on” access for 120+ inside sales representatives (ISRs).
- **Manageability.** The organization’s IT team desired a simple to deploy, easy to manage intelligent operating system that could support the latest version of Citrix Workspace® to ease the burden on IT.
- **Security.** IGEL’s UEFI smart-boot capabilities prevent manipulation of the boot sequence and subsequent execution of malware, enabling IT organizations to confidently future-proof their investment.

At the Citrix Call Center in Fort Lauderdale, FL, 120 inside sales representatives (ISRs) drive business success by creating opportunities through outbound calls, following up on leads, and closing deals.

Segmented by customer size, geography and deal size, ISRs are assigned desks that feature a thin client device running Citrix Workspace; dual view monitors; a physical desk phone; a Poly headset; CRM integration; and, VoIP integration for communication and collaboration.

Over time, ISRs come and go, or are assigned to different segments, but the desktop set-up remains the same. Regardless of which desk they are assigned to, an ISR can always access their digital desktop via Citrix Workspace. It is a system that the call center has relied on for quite some time now, according to Michelle Fiore, Inside Sales and Marketing, Citrix. "During certain points in time, we have provided our managers with laptop computers, but they all prefer their thin clients used in conjunction with Citrix Workspace, where they can logon and access all of the applications and information they need to do their jobs," she says.

ISRs: IGEL Works Great!

The Citrix Call Center in Ft. Lauderdale is currently using a combination of IGEL UD3 software-defined endpoints, along with the IGEL UD Pocket and IGEL Workspace Edition to convert some of its existing hardware endpoints into IGEL OS-powered endpoints.

Through IGEL OS, Citrix has been able to unify all of its hardware endpoints at the OS level. "The reliability of the solution ensures that our ISRs have uncompromised and secure access to mission-critical apps they need to perform at their best," said Kurt Heusner, Vice President, SMB Digital Transformation Sales, Citrix. **"Further, IGEL's UEFI smart-boot capabilities prevent manipulation of the boot sequence and subsequent execution of malware, enabling us to confidently future-proof our investment in IGEL. It's a win-win-win combination."**

The Solution

- IGEL UD3 with dual monitor support
- IGEL Workspace Edition (formerly UDC3, software to convert an x86 device to IGEL OS)
- IGEL UD Pocket (USB key to convert an x86 device to IGEL OS)
- Citrix Workspace
- VoIP integration – GoToMeeting and Skype for Business/Teams
- Headset hardware – Poly (formerly Plantronics)
- CRM integration – Salesforce

Future Expansion Plans

Following the successful pilot of IGEL at the Ft. Lauderdale call center, Citrix is considering areas where it can expand its IGEL deployment.

"Our plan is to run GoToMeeting directly on an IGEL powered endpoint," added Verderame. **"The vision is that any Citrite can walk into any conference room, log into their GoToMeeting account and conduct a meeting. Being able to achieve this with IGEL OS requires first deploying the Google Chrome browser to the IGEL device, then locking down Chrome so the user is restricted to GoToMeeting when running Google Chrome on IGEL OS. If everything works as expected, it may be that all conference rooms are set up with an IGEL powered endpoint, including those in and around the call center."**

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