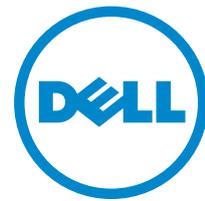
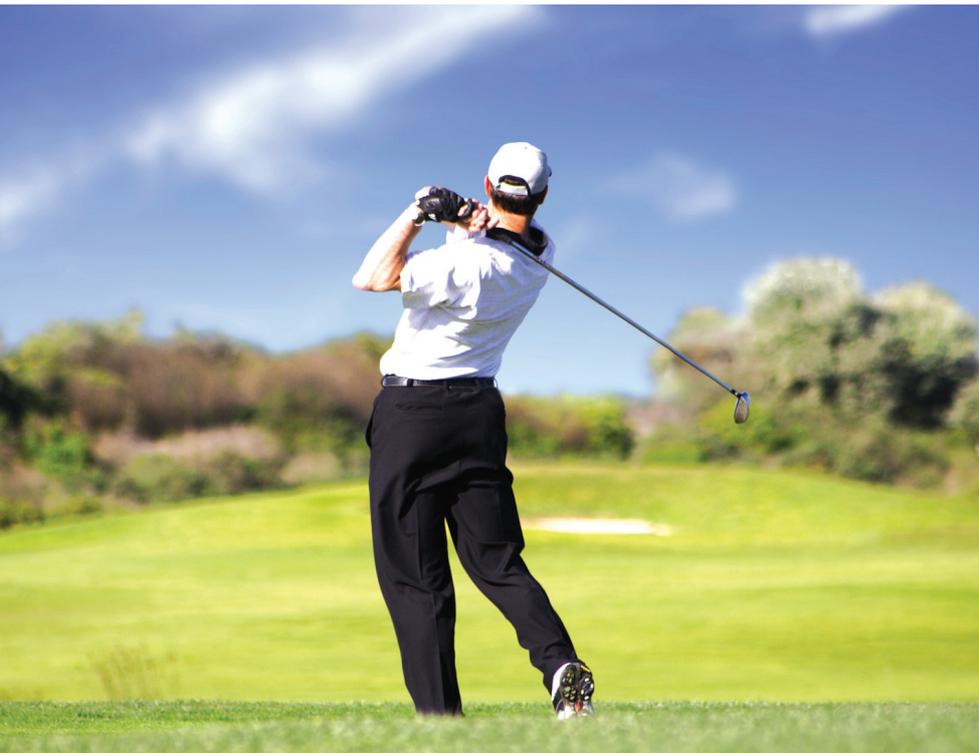


Golfsmith saves up to 12 hours of staff time every day with Dell KACE Virtual Management and Deployment Appliances



- Dell Systems Management
- Virtualization



“[We have been able] to maintain an aggressive deployment schedule without adding IT staff.”

*Michael Henderson,
Director of Operations,
Golfsmith*

Customer Profile

Company:	Golfsmith
Industry:	Retail
Country:	United States
Employees:	1,800
Web:	www.golfsmith.com

Business Need

Golfsmith wanted to replace an aging imaging tool with a more robust solution that would accelerate pre- and post-installation tasks and allow for automated systems management while streamlining inventory and asset management.

Solution

The company deployed Dell KACE™ Virtual Management and Deployment Appliances running on Dell PowerEdge servers with Intel® processors for an all-in-one systems management solution.

Golfsmith
GOLF & TENNIS

Benefits

- 1-12 hours of IT staff time saved every day in imaging alone
- 4-13 new stores opened each year without adding IT staff
- 5-figure annual savings in shipping costs with remote imaging
- Point-and-click software installations
- 95% patch compliance (improved from 50%)
- Reduced software license costs
- 50% decrease in number of open service desk tickets
- Complete payback in less than 2 years

Asked why he teed his ball high, the great golfer Jack Nicklaus responded, “Through years of experience, I have found that air offers less resistance than dirt.”

“We no longer have to do all the manual naming and prepping that we used to have to do with the machines. The Dell KACE Virtual Deployment Appliance is saving us at least an hour of IT staff time every day—some days 10, 12 times that.”

Lyle Altes,
Network Administrator,
Golfsmith

Finding the path of least resistance carries no shame—for golfers or IT professionals. If a process or tool results in less work or better performance, it only makes sense to use it to lower your handicap. At Austin, Texas-based Golfsmith, the world’s largest golf superstore for golf clubs, equipment, accessories, clothing and apparel, IT staff wanted a better way to deploy and manage the company’s computer systems, and streamline the opening of new stores.

A whole in one

Golfsmith has only seven IT operations employees, two of whom manage the service desk full-time. Machines are imaged on a daily basis. “There’s always something coming in the door,” says Lyle Altes, network administrator. “Our policy is that if it’s going to take more than 15 minutes to fix it, we’re going to image it.”

Although Golfsmith had an imaging solution in place since 1999, the software vendor was no longer in business, making it impossible to upgrade or get support. “It got to the point where we were spending way too much time on imaging, especially the pre- and post-installation steps,” says Altes. “We wanted to find a solution that was all-inclusive and would allow us to do many things from one interface, instead of just buying an imaging solution.”

Golfsmith didn’t want a complex product that would require professional services to install. What it did want was a simplified learning curve and a single vendor point of contact. “In addition to imaging, we wanted an automated solution that would make it easy to push out patches instead of having to do them manually,” says Michael Henderson, director of operations. “We figured that would free up our service desk technicians to do other jobs.”

After evaluating several different solutions, Golfsmith decided on the [Dell KACE VK1000 Virtual Management Appliance](#) and the [Dell KACE VK2000 Virtual Deployment Appliance](#). Both run as VMware-based virtual appliances on Dell PowerEdge servers. “I deployed the Dell KACE Appliances myself,” says Altes. “The learning curve was very fast—we were imaging within two days. Some of the other solutions we looked at would have taken weeks just to deploy.”

Saving up to 12 hours of staff time a day

The KACE VK2000 Virtual Deployment Appliance is saving Golfsmith valuable time by automating pre- and post-installation tasks such as disk, BIOS and RAID configuration.

Technology at Work

Services

Dell™ Support Services

Solutions

[Dell KACE™ VK1000 Virtual Management Appliance](#)

[Dell KACE VK2000 Virtual Deployment Appliance](#)

Hardware

Dell Latitude™ E6510 laptops with Intel® processors

Dell OptiPlex™ 780 desktop PCs with Intel processors

Dell PowerEdge™ 2950 servers with Intel Xeon® 5355 processors

Software

Microsoft® Windows® XP

VMware® ESX Server 3.5

Windows Server® 2003

“Those tasks used to take us anywhere from 20 minutes to an hour depending on the machine,” says Altes. “We no longer have to do all the manual naming and prepping that we used to have to do with the machines. Now when we’re done imaging, we’re ready to box them. The KACE Virtual Deployment Appliance is saving us at least an hour of IT staff time every day just in imaging alone—some days 10, 12 times that.”

Simplifying systems deployment for new stores

Golfsmith’s automated deployment capabilities are coming in especially handy when the company opens new stores. After Golfsmith orders the new computers from Dell—currently Dell OptiPlex 780 desktops and Dell Latitude E6510 laptops—IT staff can quickly image the machines and ship them out to the new store without delay. The company opens between 4 and 13 new stores a year, each involving 20-40 computers. In the past, IT was challenged to meet deadlines for store openings.

“It was always difficult because we still had to service existing stores and do everything else that we normally do,” says Henderson. “The KACE VK2000 Virtual Deployment Appliance simplifies the process of opening new stores, and has allowed us to maintain an aggressive deployment schedule without adding IT staff.”

For upcoming store launches, Golfsmith will image the computers remotely using the KACE Virtual Deployment Appliance. “Traditionally our practice has been to ship everything next day, because if there are any issues, the store has time to ship it back to us for remediation, and then we next-day air it back to them,” says Henderson. “From now on, we’ll utilize Dell Support for that service. For example, if there’s a problem with a hard drive or motherboard that’s under warranty, we’ll have Dell go out and replace it, and then we’ll just

image the machine remotely. We’ll be saving five figures a year in shipping costs, staff productivity and time spent on routine maintenance—thousands and thousands of dollars.”

Point-and-click software installations

Golfsmith is benefiting equally from the KACE VK1000 Virtual Management Appliance, which addresses the gamut of systems management tasks: device discovery and inventory, software distribution, patch management, asset management, security audit and enforcement, broadcast and administrative alerts, remote control, reporting and dashboards, service desk, power management and more.

“We use the heck out of the VK1000,” says Altes. “We use it for all our inventory and asset management, service desk, and for distributing packages and patches out to the desktops. Our patch compliance has improved to 95 percent, up from probably 50 percent previously. We have better security, and I no longer have to spend multiple nights a month manually patching servers.”

Software installations are now a point-and-click exercise instead of an hour-long babysitting job. “Something like putting Office on a machine is so much easier now,” says Altes. “We can schedule the installation to run overnight, or do it right now—just point and click.”

Golfsmith is also optimizing software license costs through improved visibility. “If someone comes to us with a request for software, we can easily see if someone else in the organization might have that software package on their machine but not be using it,” Henderson explains. “In those cases, instead of buying another license, we can move the application from one user to another without spending any extra money. The KACE Virtual Management Appliance is reducing our software costs, and it’s also keeping us more in compliance with software vendors.”

“We’ll recoup what we spent on the Dell KACE Appliances within two years of deployment. It’s one of those investments that really does pay for itself over time.”

*Michael Henderson,
Director of Operations,
Golfsmith*

Cutting service desk tickets in half

Unlike traditional service desk software packages, the VK1000 service desk provides an easy-to-use, comprehensive interface combined with advanced functionality to help automate repetitive management tasks as well as provide incident management as problems arise. This integrated approach reduces errors and manual effort while assuring high service levels and improved end-user satisfaction. The service desk leverages the VK1000 as an efficient central configuration management database (CMDB).

By giving service desk employees the tools to be more productive, Golfsmith has greatly reduced the number of open service desk tickets. "We're clearing them out a lot faster, and the tickets that are in the queue now tend to be related to machines that are waiting for parts or machines on order," says Altes. "We've reduced the number of open tickets by at least 50 percent."

Altes is also using the custom scripting capabilities of the VK1000 Virtual Management Appliance to solve

problems quickly. "We were having an issue where Windows Server Group Policy was taking too long to update the proxy settings on store machines across the VPN links when we'd make a change," he says. "Now, when we first make a change, I'll use the KACE scripting capabilities to push the proxy settings to the machines out at the stores and ensure that those settings are in place, even though group policy isn't doing it for us yet. Eventually, it will catch up, but it could be a couple weeks, so the new approach is saving us a lot of pain and a lot of phone calls."

Payback in less than 2 years

The combined deployment and management efficiencies are allowing Golfsmith to improve service despite rapid growth while maintaining a lean IT staff of seven—well under par for a company with 1,800 employees.

"We'll recoup what we spent on the Dell KACE Appliances within two years of deployment," concludes Henderson. "It's one of those investments that really does pay for itself over time."



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