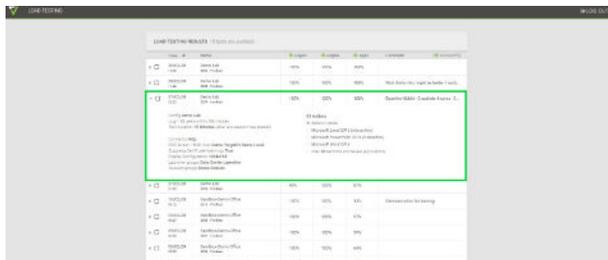




Major Electronics Retailer Ensures Business Continuity at Their Call Center

-  Retail
-  Employees 125,000
-  Central United States
-  Electronics



About Company

A multinational consumer electronics retailer headquartered in the central United States. The company offers technology products, services, and solutions via omnichannel distribution.

The Challenge

Business Challenge

The retailer wanted to ensure that end-user experience from their outsourced call centers was within their service level agreements. Further, they wanted to ensure that their infrastructure was prepared for their expected user load. To do this they needed to understand the best performance to cost ratio for individual virtual machine users.

Technical Challenge

The company wanted to create a repeatable testing process to evaluate any changes before production. Additionally, once in production, they wanted to ensure they were running the optimal Citrix environment for the call center. Constant changes to the technology stack made it difficult to ensure the best user-to-cost ratios. The retailer needed a repeatable testing framework to optimize costs.

Additionally, the Citrix environments were being used to deliver call center applications that were outsourced. It was difficult to properly understand all of the variables without the correct data.

The Solution

Preproduction Testing

Any changes to base images were tested with the Load Testing functions of Login Enterprise. They created workloads specific to their call center agents and the functions these agents performed. The workflow mirrored their call center agents and included the following applications and tasks:

Microsoft Unified Service Desk:

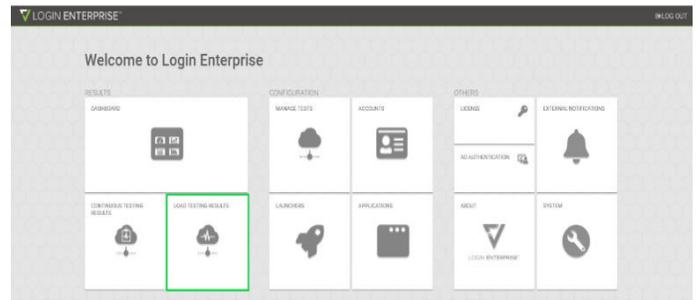
- Search for records
- Modify records
- Search inventory

Their proprietary call center application:

- Launches desktop
- Launches application
- Searches for a transaction ID – Searching for call
- Marks changes to a transaction – Modify call details
- Creates transaction – Logging call
- Deletes transaction – Cleanup call

The retailer then tested a single virtual machine instance on its Nutanix infrastructure. They were now able to monitor individual application transaction times and login rates. They revised the number of users and retested until the performance of the application's variance became more frequent. This enabled them to find the best cost to performance ratio and avoid dramatic overspend.

Additionally, by implementing the continuity testing within Login Enterprise, they were able to resolve previously missed performance SLAs from call centers within South East Asia and India.



Continuity Testing

The retailer took the same workload that had been implemented during pre-production testing and deployed it to its remote Citrix infrastructure. This created a point of comparison against the benchmarks they had to achieve during the testing phase. They then took the SLAs of each of these locations' user performance reports and built out a new Enterprise SLA for expected user experience, unique to each environment.

They can now easily report on their overall success as an IT organization. This report is delivered to application and infrastructure owners, and they no longer experience any confusion surrounding the source of performance impacts.

The Result

The retailer was able to achieve the exceptional end-user experience from its call centers and provide an infrastructure to support its expected user load. The company created a repeatable testing process to evaluate any changes before production and ran the optimal Citrix environment for the call center.

Login Enterprise was used to test and validate the infrastructure, including different call center applications, ensuring the company's business continuity. With Login Enterprise load testing, the retailer was assured about keeping teams fully engaged.



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About Login VSI

Login VSI automatically tests and validates the impact of change to physical, virtual and cloud-based workspaces, to maximize the true end-user experience.