

Case Study

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Key Benefits:

- Optimized existing server and virtual machine infrastructure
- Reduced initial cost of workstation purchase by 50%
- Cut time required by IT to fix workstation issues from hours to minutes
- Increased ability for Pano VDS workstations to run during power outages by 8x
- Improved security by giving IT control over user access and USB peripherals
- Reduced power consumption

FOR OVER 30 YEARS, Nina Plastics has manufactured plastic packaging for a variety of everyday products. From the packaging of sugar to the packaging of mulch used in the garden, Nina Plastics has a proven reputation for premium quality products and exceptional customer service. Nina Plastics serves an international market and offers a variety



of plastics-related services and products. Based in Florida, with international offices in the United Kingdom and India, Nina Plastics has over 200 employees at their Orlando headquarters with desktops located throughout their offices and on the manufacturing floor.

In recent years, Nina Plastics has experienced a nearly 400% growth rate. Adapting to this rapid rate of growth has been a challenge, especially for the information technology (IT) department, as historically the company’s servers were decentralized and workstations were spread out with different models, chip sets and brands. With so many technologies in use at the desktop level, IT often had driver and compatibility conflicts and update issues. Additionally, when the company suffered from weather-related power outages, common to their part of Florida, business

continuity plans sustained the data center but not the workstations.

To standardize their equipment and reduce the reactive work required by IT, Nina Plastics began virtualizing their servers with VMware ESX which enabled them to centralize their data center and put safeguards in place for business continuity and disaster recovery purposes. Shortly after deploying VMware, Nina Plastics began to investigate how virtualization could help them beyond the data center.

“We used to spend a majority of our time maintaining our environment so we didn’t have time to research

and bring in new technologies to help our business,” said Kunal Patel, IT director at Nina Plastics. “Once we virtualized the servers, consistency was created within the data center, allowing us to turn our attention to the workstations to begin looking for ways to proactively solve our desktop challenges regarding management, security and power.”

Finding the Right Desktop Solution

Nina Plastics read about Pano Logic in August 2007 when the company initially launched the Pano Virtual Desktop Solution (VDS). Patel saw postings about the Pano VDS on VMware message boards and researched the company on the Web. In November 2007, he purchased and deployed a handful of the Pano devices to run Windows XP.

After testing Pano VDS in multiple departments, Nina Plastics placed an order for 15 additional Pano devices. A number of key differentiators – including Pano Logic’s ease of deployment, security benefits, and low-power consumption – sealed the deal.

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— Kunal Patel
IT Director, Nina Plastics

“I had read about complications with other solutions that involved thin clients,” said Patel. “Since Pano VDS is a zero client, we just plugged it in and it worked right out of the box. With the Pano Manager and the VMware management features, the solution didn’t need a lot of configuration and it took around 10 minutes to get up and

running. The Pano Logic concept was very simple, so we quickly saw how Pano VDS could replace our additional desktops.”

Pano VDS Cuts Costs & Eases Management, Security and Power Issues

Since deploying Pano Logic, Nina Plastics has realized a number of benefits, including cost savings on the initial purchase of the solution. Previously, the company invested around \$700 for each workstation, but with Pano, the cost of acquiring a new workstation has been cut by nearly 50%. As Nina Plastics continues to rapidly expand and hire new staff, the upfront savings will continue to increase.

With the centralized management setup in Pano VDS, the IT staff of Nina Plastics has realized significant time savings. Before Pano, IT staff would have to travel to the

physical workstations to deal with problems. Now, the users have the ability to fix their own desktop related problems and if more support is needed, IT can remotely log in to the desktop from their offices to fix the problems – reducing travel time and substantially cutting workstation downtime from hours to minutes.

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Manager and see exactly what’s happening with the workstation and what is, and is not, working. It’s pretty straightforward and simple. We have two members on our IT staff, and with Pano VDS we are now easily able to support the entire company plus allow time to work on proactive projects.”

Another benefit Nina Plastics has experienced is the increased security from Pano’s ability to granularly control USB functionality to give or deny access to different users. These abilities and limitations are not tied to a Pano device, but instead USB access is tied to the user so employees have controlled capability from anywhere within the environment.

“With a traditional PC, there’s nothing to stop someone from taking a USB thumb drive, plugging it in, and stealing sensitive information,” explained Patel. “Now I can easily determine which users have access to local printers or scanners, plus I can easily deny USB mass storage devices because USB access is tied to the user, so we now have controlled access from anywhere within our

environment. This type of control is important to be able to protect intellectual property from insider theft or simply, and more commonly, well-intentioned employees who simply don’t realize they’re compromising the company’s information by moving it to unsecured, easily misplaced devices.”

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Finally, one of the greatest savings that Nina Plastics has realized is in power consumption. Due to severe weather storms and roaming blackouts, the Florida location is prone to power outages. The company has traditionally safeguarded

itself by providing APC uninterruptible power supplies for the data centers and the desktops. With these power supplies, desktops can continue to run for about 10 to 15 minutes after the power has gone out. Since adopting Pano VDS, which consumes only three watts at the desktop and 35 watts in the data center compared with the 250 watt consumption of a typical computer, employees using Pano devices are able to continue working for more than two hours after a power outage.

“If all of our workers had Pano, even if manufacturing has stopped, at least the office side could still be up and running,” noted Patel.

Rolling Out More Pano Devices

“We’d like to continue rolling out Pano in more departments,” said Patel. “We are also beginning to see demand for them. Now that employees have started realizing the benefits and that it offers the same desktop experience as a traditional workstation, many have begun to ask when they’re going to get their Pano.

Additionally, since the Pano device is attractive and sleek-looking, it's been interesting to see the number of employees ask about the cool, chrome boxes that are replacing desktops around the company."

Next steps for Nina Plastics include placing Pano VDS in their manufacturing environments that are not hospitable to workstations due to their extreme temperatures and humidity levels.

Manufacturing, which makes up 79% of the company, has gone without computers in their areas because traditional desktops cannot handle the extreme heat and often have problems or stop working soon after they have been installed. Because Pano devices have no moving parts, they are ideal to withstand the harsher environment – enabling improved feedback from the manufacturing floor.

Working with Pano Logic has also earned praise from the Nina Plastics IT department. "The Pano Logic engineering department has been great. They've worked with us and met our needs as they develop their product roadmap, which has made Pano VDS more and more viable in additional departments, and incredibly simple for us to deploy and manage," concluded Patel.

