CASE STUDY



VDIPOD for AEC

Seamless switch to remote working sees Broadway Malyan protect staff while improving collaboration and productivity

Creative ITC | VDIPOD

BroadwayMalyan BM



CLIENT:

BroadwayMalyan[BM]

An award-winning global architecture, urbanism and design practice

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>
> **Ronnie Vasconcelos**
> **Director of IT, Broadway Malyan**

CHALLENGE

Consolidate office space and improve workforce mobility

SOLUTION

VDIPOD funded from OpEx and delivered as a fully managed service by Creative specialists in line with latest best practices and security standards

RESULTS

Rapid move to home working, protecting employees

Cost neutral investment based solely on IT efficiencies

VDI rated: ★★★★★
4.95 out of 5

IT performance: ★★★★★
4.78 out of 5

EXECUTIVE SUMMARY

CHALLENGE

Broadway Malyan is passionate about great placemaking. With 400 staff across the globe, it has the versatility to bring together inter-disciplinary teams to design solutions for the most complex projects whilst its local presence ensures a personable and responsive client service.

Empowering people to work and collaborate effectively from anywhere is a huge advantage within the AEC industry. To advance that ambition the practice had run the rule over several virtual desktop infrastructure (VDI) options as it looked to escape the drain of procuring and managing expensive laptops and PCs. Sadly, none of them lived up to their promise.

"We got as far as a trial with one solution, but it was much too slow and couldn't handle our big files and applications," explains Director of IT, Ronnie Vasconcelos. "We knew we only had one chance to get it right because people would quickly give up if it didn't match or better their current experience. So, it was back to the drawing board."

SOLUTION

Conversations with IT peers who had overcome similar challenges at other AEC companies painted a brighter picture. "I asked around and all recommended Creative as the leading experts when it came to VDI," Ronnie recalls. "Instead of customising an off-the-shelf product they'd gone a step further and built their own platform for heavy graphics application communities like AutoCAD and Revit BIM."

Creative specialists met daily with the practice's IT team, exchanging knowledge, heading off potential issues and building a solid proof of concept. "No design practice could justify employing top virtualisation experts and triple-certified Cisco engineers, so it was hugely reassuring to have those skills on hand," says Ronnie.

The Creative VDIPOD solution with thin clients was subsequently rolled out to an initial group of users based in the UK, Portugal and Madrid. Uptake grew rapidly within just a few weeks, as the buzz spread around the business.

"Adoption rates are always a good measure of success," Ronnie notes. "We heard of a number of instances where VDI beat the user's previous laptop or PC setup for speed and overall experience."

RESULTS

Now, users can take their desktops with them and work productively wherever they go. So, they suffer less downtime and can work remotely without having to return to the office to share plans, designs and other large files. Similarly, the IT team can deal more easily with unforeseen scenarios like responding to COVID-19 and switching to home working.

The subsequent ROI analysis tells a similar story. Although costs went up with the purchase of new licences and VDI workstations, this increase has been largely offset by IT efficiencies and savings made on IT maintenance, support, and recruitment. "We're seeing much more value for around the same outlay and expect to save money over the long run," says Ronnie.

In a recent survey employees scored IT performance 4.78 out of 5 while VDI was rated at 4.95 out of 5. Meanwhile, the practice saves by not having to support machines that need individually updating with relentless regularity.

"Software patching alone used to tie up two people for around ten days," says Ronnie. "Now we push out updates centrally, leaving more time to spend on innovation and transformational IT projects."

Trust between the two companies has grown to the point that if there are any issues Ronnie is happy for Broadway Malyan employees to contact Creative directly. "We haven't done that before with any other vendor," he adds.

As new use cases emerge the engagement serves as a two-way street, helping guide and inform the Creative product development and roadmap for VDIPOD. Ronnie concludes: "Partnering with Creative is a pleasure and unlike any typical client-vendor relationship. There's lots of mutual respect and a strong feeling of togetherness."

Innovation never sits still at Broadway Malyan. Future plans include migrating its rendering farms to VDI, along with possibly other studios in the Middle East and Asia.





Rapidly enabling employees to work from home exactly as if they were in the office

VDI performance rated 4.95 out of 5 with adoption rates rising month-on-month

To learn more about Creative and the solutions featured in this case study, visit **creative-itc.com**

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