



Beam Me Up 24 Hours a Day, 7 Days a Week



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Jack Howard
MIS Director
Turner Vision

Turner Vision, Bluefield, West Virginia

Turner Vision has seen extraordinary growth by offering consumers subscriptions to hundreds of channels, custom-made programming packages, and pay-per-view events for the direct-to-home (DTH) satellite dish market. Turner Vision is a third party programming packager for C-band satellite dish customers in the United States, including Puerto Rico and the U.S. Virgin Islands. It also leverages its call center capabilities into call center contracts with other companies.

More than 350 telemarketers operate around the clock to meet the needs of Turner Vision's satellite programming customers. Three work shifts, with roughly 100 customer service representatives active during the busy afternoon-to-evening period, utilize telephony technology to route incoming calls and support customer service activities.

In such a high-intensity environment, Turner Vision needed an enterprise system that was versatile, scalable, and had the ability to link advanced telephone technology to its multiuser computer environment.

A Better Solution: Wyse Winterm Terminals

Jack Howard, MIS Director at Turner Vision, stated the two objectives for a system solution: "One objective was to save money. The second was to streamline the support of our computers."

Turner Vision found that the Wyse® Winterm™ thin-client solution meets both requirements. The cost of implementing the desktop devices is substantially less than a PC solution. And the centralized approach lets administrators easily deploy, manage, and support applications and user configurations from one location.

A Robust System Needed

To help deploy the solution, Turner Vision turned to Al Hutchison, general manager of Dominion Systems (a Wyse Authorized Reseller). Dominion Systems helped the company



Solution Architecture

- Wyse® Winterm™ thin clients
- Terminal Server OS
 - Citrix® WinFrame® server software
- Servers
 - Three customized Micronics servers
 - RAID 5 disk array with three 4GB disks
 - Dual Pentium Pro processors per server
 - 256MB memory per server
 - 2GB disk per server

install a small enterprise system for evaluation in October 1996. The proof-of-concept system supported five or six users on a small system using a 133 MHz Pentium processor and 32MB RAM.

“The pilot was very successful and since then, we just keep adding users and servers,” says Hutchison.

A Successful Installation

Today, a Windows® NT local area network connects more than 140 Winterm terminals. Customer Service representatives use the Winterm terminals to access a customized FoxPro application for order entry. They also use Winterm terminals to run a web browser — to access programming, system, and company information on Turner Vision’s intranet.

Results

As Turner Vision integrates Winterm thin clients into its PC base, the benefits are clear: more users gain access to a multitude of applications.

In addition, the company has found that it has achieved a capital savings of \$75,000 to \$100,000 upfront.

The benefit most important to them, however, is streamlined support. “Each application is installed on the server only once. There are no configuration files resident on each machine that have to be updated. Application upgrades are handled much easier,” assured Howard.

Widened Deployment in the Future

In the competitive satellite programming and call center industries, plans to expand are a natural. Because Turner Vision is very satisfied with the Winterm product, it purchased additional Winterm thin clients to meet growing needs.

The company intends to buy additional Winterm terminals to outfit more customer service workstations, as needed. According to Howard, “We are buying Winterm terminals—that’s our first buying option.”



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