



TELUS Business Solutions Success Stories
Business. Backed by TELUS.

ThinDesk

Broadens its market nationally with TELUS hosting

“We selected TELUS because we knew they’d be here for the long haul and they’d develop something with us, rather than treating us as just a passing customer. We’re shoulder to shoulder, and we can turn to our own customers and tell them that although the solution is already unbelievably effective and is working well, it will continue to get even better.”

— Rob Myhill, President, ThinDesk

Situation

- ThinDesk Inc. provides reliable, secure thin computing managed services to small and medium-sized businesses, for significantly less than it would cost any business to manage its own desktop environments
- When ThinDesk first started operating, it used its own data centre to host and manage all customer data
- In order to grow and operate nationally, the company needed a fully scalable data centre solution that would allow it to take on an unlimited number of new customers

Approach

- For security and reliability, and in order to offer its customers leading edge services, ThinDesk limited its search to SAS 70 Certified Data Centres
- ThinDesk spoke to all qualifying Canadian providers
- Most providers offered little more than co-location services
- Only TELUS was prepared to take on the challenge of financing and building both the workforce and the physical assets needed to meet ThinDesk’s needs today and in the future

Business benefits

- TELUS already has the infrastructure and the skilled personnel necessary to provide ThinDesk with the appropriate solution
- As a true partner rather than just a provider, TELUS will add staff and build new infrastructure whenever necessary, eliminating future managed fixed costs for ThinDesk as the company grows
- The solution is proving to be efficient and effective, both for ThinDesk and its customers
- ThinDesk is able to operate nationally, offering its customers a utility computing model they can rely on
- The solution is based on virtualization, which has reduced ThinDesk’s use of servers by a ratio of 12:1 and its energy costs by 70% – or \$35,000 a year
- Because TELUS has data centres across the country, maintenance and customer updates can be done during off-hours, reducing overtime costs to ThinDesk and inconvenience to its customers
- More customers across Canada are able to reduce their environmental footprint as the ThinDesk solution uses approximately 10% of the power consumed by ordinary desktop PCs, and eliminates the need for technical resources to visit every location in order to upgrade systems or troubleshoot

ThinDesk

Solution details

ThinDesk Inc. provides reliable, secure thin computing managed services to small and medium-sized business, at significantly lower costs than any business could achieve by managing its own desktop environments. Rather than a full-sized personal computer on every desk, the ThinDesk solution provides each user with a thin client, while all data and applications are hosted and managed by ThinDesk. The thin clients require approximately 10% of the power used by a PC – and businesses with multiple locations no longer need to send their technical resources on the road to update every single desktop. ThinDesk implements all software updates, upgrades and trouble-shooting and delivers the latest versions automatically to each user. In this way, the ThinDesk solution saves customers money, makes it easier for them to manage their locations and allows them to offer their employees the ability to work from home.

“When our company started four or five years ago, we hosted everything in our own data centre,” says Rob Myhill, ThinDesk’s President. “However, the elegance of our solution means that we have the opportunity to create a national computing utility. To make that happen, we needed to find a scalable solution and the best technology.”

Most of ThinDesk’s business comes from organizations in the health services and financial sectors. Because these customers face stringent regulatory and compliance issues, ThinDesk limited its search to data centres which have undergone a thorough, internationally accepted SAS 70 audit process. There are only a few of these in the country. “We approached them all,” says Myhill. “Most of them talked to us at arm’s length, offering us co-location services. What was most impressive to us, though, was that TELUS had the energy and took the initiative to propose a solution that met our requirements. They recognized that our challenge was not just to have better technology, but to build a major company.”

TELUS proposed taking over the functions of ThinDesk’s data centre, transferring them into their own SAS 70 data centres. “It was a tremendous leap of faith for us,” says Myhill. “It also meant changing the platform from an old server base to a new virtualization base. However, we selected TELUS because we knew they’d be here for the long haul, rather than treating us as just a passing customer. We’re shoulder to shoulder, and we can turn to our own customers and tell them that although the solution is already unbelievably effective and is working well, it will continue to get even better.”

Since the move, ThinDesk’s server usage has been reduced significantly and the company is saving 70% – \$35,000 – annually on energy costs. “Because many of our customers have multiple offices, their use of servers was less than efficient”, says Myhill. “Now, our consolidation factor of servers has been more than 12:1, a relative relationship that’s astounding.”

Today, ThinDesk manages the network between its offices and its customers, the software customers operate and the thin clients on customers’ desktops. TELUS manages everything inside the data centres – and because these centres are situated across the country, some maintenance and customer updates can be done outside regular business hours, reducing inconvenience to customers.

“We now have an efficiency of operation at the server level that has brought enormous economies of scale,” says Myhill. “Scalability is inherent in the TELUS solution and TELUS has taken on the task of financing and managing many aspects of the build-out. So we can bring on customers at a rapid rate and TELUS has the capability to respond, building their workforce and the physical assets we need. Our fees are totally scalable on a usage-cost basis, so there are no major cost increases as we grow and no concerns about fixed managed costs. No other company was willing to take this on.”

GET THE BEST FOR YOUR BUSINESS.

Do more with TELUS solutions. Connect with us today and we’ll show you how.
Contact your TELUS Account Executive, call **1-866-GO-TELUS** or visit **telus.com**

