

Intel® Xeon® Processors Power Bring Your Own Device

Gibraltar Solutions helps retailer attract Generation Y employees with virtualized desktops



GIBRALTAR®

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—Trent Dilkie,
Vice President Strategic Initiatives and CSO,
Gibraltar

CHALLENGES

- **Attract young, tech-savvy employees** to a large retailer's workforce.
- **Ensure secure data** across all users, from all devices.
- **Provide easy manageability** of the IT environment without having to travel to stores and offices across Canada.

SOLUTIONS

- **Gibraltar Solutions** delivered virtualized application and desktop streaming, built on Intel® Xeon® X5675 processor-based servers.
- **Intel® Trusted Execution Technology** reduces malware threats¹ while Intel® Advanced Encryption Standard New Instructions² boosts encryption speeds.
- **Virtualized apps and desktops** make it easy to manage applications, while allowing employees to use any device.

Attracting Gen Y Workers

A company can only be as innovative as its employees. For one large Canadian retailer, attracting the brightest talent meant satisfying the Gen Y desire for cool technology. So the retailer turned to Gibraltar Solutions, a specialist in virtualizing desktops and applications, to architect a bring-your-own-device (BYOD) environment.

The challenge was familiar to Gibraltar, a company that invites its own employees to choose their devices. "We let new employees pick their smartphone, tablet, or laptop. We provide the receiver that allows them to access their desktop, regardless of the device," said Trent Dilkie, vice president of strategic initiatives and CSO at Gibraltar.

To meet the retailer's top requirements for performance and security, Gibraltar built its architecture on HP ProLiant* servers based on Intel Xeon processors X5675. The architects chose the Intel

Xeon platform for its built-in security features, easy manageability, and ability to scale.

A Secure Desktop, from Any Device

Until recently, employees were limited to corporate devices for security reasons. "Historically, bring your own device would have been an unmanageable nightmare," said Dilkie. "But with the architecture we designed around the Intel Xeon platform, it no longer matters what type of device an employee uses."

Previously, the Canadian retailer issued locked-down laptops to new employees. Gibraltar virtualized a set of approximately 20 standard applications. Then the architects delivered a virtualized desktop streaming solution. No longer restricted to a standard model, employees can simply click on an app to bring up their desktop. Users' personal information is separated from company apps. Best of all, employees can reach the same desktop across multiple devices.



Intel Xeon Processor-Based Servers Performed at Twice the Speed of Old Servers

Gibraltar ensured applications could run securely inside the retailer's firewall, thanks in part to innovative Intel® technologies. Intel Trusted Execution Technology (Intel® TXT) detects launch components at the hardware level to reduce malware threats.¹ "Intel TXT allows virtualized environments to work under a much more secure setting," said Louis Le, Gibraltar's marketing director. "It protects the system from any kind of malware or virus breach. This is very important in a virtual environment, because one corruption can cause a domino effect."

Meanwhile, Intel Advanced Encryption Standard New Instructions (Intel® AES-NI) helps with security by speeding up the encryption process.² "Everything that is secure has to be encrypted," said Le. "By having specific instruction sets built into the Intel Xeon platform, it's less taxing on the server and increases performance by a great degree."

IT That's Easy to Manage

In addition to better recruiting and retention, the Canadian retailer now has a centralized IT environment that's more manageable. "It's easier for corporate IT to deploy and manage applications. For example, the next time they want to deploy a new operating system, all they have to do is push it out," said Le.

Gibraltar reports that with the upgrade to Intel Xeon processor-based servers, the retailer was able to consolidate its old servers 15:1 and double its processing speed. In addition, the new servers reduced power consumption by 25 percent.³ "One of the highlights of the Intel Xeon platform is that it's the most power-efficient, which is why companies lean toward Intel architecture in their data center," said Dilkie.

And because Gibraltar designed the solution to scale from a couple hundred to thousands of users, the retailer can add entire departments at will. In the future, the retailer can even add more Intel Xeon processor-based servers from newer generations into the virtualized server pool.

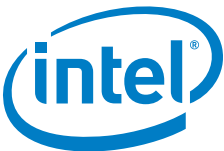
ABOUT GIBRALTAR SOLUTIONS

Gibraltar Solutions specializes in using virtualization technologies to solve common IT and business challenges. Backed by a highly qualified team of engineers, Gibraltar architects and deploys solutions that minimize risk, save costs, improve security, and maximize efficiency.

Most importantly, the retailer can now compete for attention among younger, tech-savvy employees. "The architecture we designed around Intel Xeon gives the employee a much better experience, but is also as secure as a large corporation needs it to be," said Dilkie.

To learn more about minimizing IT costs and complexity by centralizing application and information management, visit www.gibraltarsolutions.com.

SOLUTION PROVIDED BY:



1. No computer system can provide absolute security under all conditions. Intel® Trusted Execution Technology (Intel® TXT) requires a computer with Intel® Virtualization Technology, an Intel TXT-enabled processor, chipset, BIOS, Authenticated Code Modules, and an Intel TXT-compatible measured launched environment (MLE). Intel TXT also requires the system to contain a TPM v1.s. For more information, visit www.intel.com/technology/security.

2. Intel® AES-NI requires a computer system with an AES-NI-enabled processor, as well as non-Intel software to execute the instructions in the correct sequence. AES-NI is available on Intel® processors. For availability, consult your reseller or system manufacturer. For more information, see <http://software.intel.com/en-us/articles/intel-advanced-encryption-standard-instructions-aes-ni/>.

3. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark® and MobileMark®, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. Configurations: All claims based on overall packaging of services provided by Gibraltar Solutions. Results may vary. For more information, go to <http://www.intel.com/performance>.

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