



Reinvigorating the workplace

SPi CRM helps desk-centric call center staff maximize their productivity and workplace satisfaction with micro form factor desktops that cut power usage by 30 percent



SPiCRM Professional Services | Philippines

Business needs

SPi CRM wanted to update employee desktops as part of a strategy to enable the use of softphones and boost productivity through a better working environment. The existing desktops were aging and lacked the performance for voice-over-IP technology.

Solutions at a glance

- Client Solutions
 - [Dell OptiPlex 3040 Micro Form Factor desktops with Intel® Core® processors](#)
- Enterprise Support
 - [Dell ProSupport](#)

Business results

- Enhanced productivity with more supportive desktop IT
- Greater use of desk space, creating a more satisfactory work environment
- 30% power reduction through cost-effective solution
- Maximized returns with next-day business support

“We have reduced power use with our Dell OptiPlex 3040 Micro Form Factor desktops by something like 30 percent.”

Rey Segaya Jr, Assistant Vice President, IT Service Delivery, SPi CRM

Successful workplaces are successful for many reasons, not least of which is their IT. For example, companies see greater productivity when devices in the workplace meet the specific needs of their end users. SPi CRM wanted to provide a better work environment for its desk-centric call center staff across the Philippines.

The company operates nine sites in the country, as well as a call center in the U.S. and one in Latin America. Its customers include international financial institutions and internet providers. Staff support customer interactions via telephony, email and web chat. Call center staff are seated for more than 50 percent of their working day at their desktops.

The need to reinvigorate the desktop environment

A number of their existing HP desktops were coming to the end of their working lives. What's more, one customer wanted its call center staff to start using softphone technology for voice-over-IP communication. SPi CRM began to review its desktop infrastructure and compile a list of criteria for any replacement machines. Rey Segaya Jr, Assistant Vice President of IT Service Delivery at SPi CRM, says, "We looked closely at the specifications and costs of a number of desktop solutions. We needed to consider power consumption, manageability and support."

One solution ticks all the boxes

After reviewing desktop solutions from Dell and HP, SPi CRM chose to replace the aging HP desktops with Dell OptiPlex 3040 Micro Form Factor desktops with Intel® Core® processors. The company also opted for Dell P2217H Monitors and Dell keyboard and mouse combinations. SPi CRM then rolled out 900 of the machines with the intention to standardize on the Dell desktops across its 7,000 seat client infrastructure.

Comments Segaya, "We found the Dell OptiPlex 3040 Micro Form Factor desktops supported personnel across multiple call center client accounts. Not only did they provide fast and reliable access to a broad range of applications, they also provide excellent support for a softphone solution."

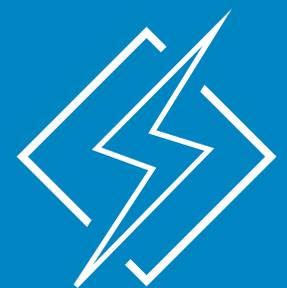
Enhanced productivity with more satisfactory work environment

Personnel are more satisfied with their workplace environment, feeling invigorated to deliver their business goals. They have more space because of the small footprint of the desktops, monitors, keyboards and mice ergonomically designed to create a more comfortable place to work in. Comments Segaya, "Personnel now have a desktop environment that is more in tune with long periods of being stationary. They feel better using their Dell OptiPlex 3040 desktops, which in turn help increase their productivity."

"Our Dell desktops are core to our business. We have found the support from Dell to be very good."

Rey Segaya Jr, Assistant Vice President,
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30%
Power reduction

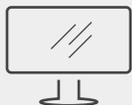


30 percent power savings through desktop solution

SPi CRM has significantly reduced energy consumption across its desktop infrastructure by adopting the Dell OptiPlex desktops. Furthermore, the cut in energy use is matched by a reduction in noise and heat generated by the client devices. Segaya comments, “We have reduced power use with our Dell OptiPlex 3040 Micro Form Factor desktops by something like 30 percent. This is good news for our business and the environment.”

Maximized returns with next-day business support

SPi CRM expects to optimize the performance of its Dell desktops over their working lives with the support of ProSupport and Next Day Onsite Business assistance. As a result, the company will maximize the return on its investment. Comments Segaya, “Our Dell desktops are core to our business. We have found the support from Dell to be very good.”



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