

BOTTOM-LINE BENEFITS

Online editing house Scribendi grows 57 percent in two years with the help of powerful client and server infrastructure from Dell

Scientists, academics, and aspiring novelists have at least one thing in common: they all need to turn their work into publishable documents. To help ensure success, thousands of authors ranging from researchers to business leaders rely on Scribendi, a Canada-based online editing service. The company provides 24-hour access to editing and proofreading services that help clients worldwide communicate ideas clearly and effectively.

While the actual editing is performed by the company's team of skilled professionals, Scribendi has fully automated the process of placing an order. Clients can use the Scribendi site to quickly price their orders, upload their files, and pay online, all in a protected environment. A third-party solution protects payment data, and Scribendi encrypts client documents each time they are uploaded or downloaded. Back-end software developed by Scribendi helps generate job estimates and ensure on-time delivery. All of those services place heavy processing demands on the IT systems.

FIVE-YEAR EXPANSION PLAN CALLS FOR NEW IT INFRASTRUCTURE

As the company embarked on an aggressive five-year expansion plan, Scribendi managers realized it was time to upgrade their IT infrastructure. "Serving the number of new clients we expected to acquire, while maintaining the ability to upload or download encrypted documents very quickly, called for more powerful Web servers," says Scribendi vice president Terence Johnson. "Providing quick, easy service is always essential, because our competitors are just a click away."

The growth plans required an upgrade to Scribendi's office systems as well. With more and more desktops to support, the Scribendi

team was looking for ways to streamline operations. Scribendi also wanted to prepare for running more powerful CRM and business intelligence applications to keep pace with future growth. Johnson drew on his positive experience with Dell technology at the University of Oxford to select Dell PowerEdge servers for the task.

SCRIBENDI CHOOSES DELL TO UPGRADE CLIENT AND SERVER SYSTEMS

Based on prior experience with several PC brands, the Scribendi team also decided to standardize on Dell Latitude™ laptops and Dell OptiPlex™ desktop computers. "Of the systems we looked at, Dell was clearly the best value," says Johnson. "Dell equipment is designed for easy expansion and maintenance, and we were also impressed with the service from Dell ProSupport."

The Scribendi team drew on the advice of Dell experts to design the PowerEdge servers. The team was pleased with the way Dell experts tailored systems to the company's needs—and how quickly the new systems arrived. "With Dell, it was easy to select exactly the right server options," says Johnson. "Most other manufacturers have fixed-price models, and you end up paying for things you don't want or need.



CUSTOMER PROFILE

COUNTRY: Canada
INDUSTRY: Services & Consulting
FOUNDED: 1997
NUMBER OF EMPLOYEES: 200
WEB ADDRESS: www.scribendi.com

CHALLENGE

The Scribendi management team was ready to implement an aggressive five-year expansion plan, and wanted the company's IT infrastructure to be ready to keep pace.

SOLUTION

Scribendi used Dell™ PowerEdge™ servers with multi-core Intel® processors to power its expansion plans and standardized on Dell PCs to streamline IT management in the office.

BENEFITS

Get IT Faster

- Dell delivered quotes faster and offered more flexible configuration

Run IT Better

- Dell helped Scribendi boost Web server power by a factor of four
- Standardizing on Dell reduced IT support time by approximately 70 percent

Grow IT Better

- New Dell infrastructure helped Scribendi grow by 57 percent in two years



“WITH DELL, IT WAS EASY TO SELECT EXACTLY THE RIGHT SERVER OPTIONS. MOST OTHER MANUFACTURERS HAVE FIXED-PRICE MODELS, AND YOU END UP PAYING FOR THINGS YOU DON'T WANT OR NEED.”

Terence Johnson, vice president, Scribendi

We were able to build in a lot of resilience and stay within budget. Dell also built and delivered the new servers very promptly.”

DELL HELPS SCRIBENDI BOOST SERVER POWER BY A FACTOR OF FOUR

The Scribendi team immediately saw improved server performance. “The new Dell PowerEdge servers have about four times more horsepower than our previous, single-core model and are very cost-effective,” says Johnson. “We’ve seen a noticeable speed increase on encryption operations, which are vital for protecting our clients’ data.”

STANDARDIZING ON DELL REDUCES IT SUPPORT TIME BY APPROXIMATELY 70 PERCENT

In the office, standardizing on Dell has allowed the Scribendi team to improve IT efficiencies. A Dell PowerEdge server with multi-core Intel processors easily runs all of the Microsoft® SQL Server® instances for SharePoint®, enterprise resource planning, and customer relationship management, as well as the complete Microsoft Windows® Small Business Server (SBS) 2003 suite of office tools. “We’re running all our office applications on the Dell server, and it still has more processing capacity for future growth,” says Johnson.

Dell recommended and helped configure SBS, which gives the Scribendi team centralized Windows update and software distribution capabilities for all of its Dell OptiPlex desktops. With the centralized update feature and single-source service from Dell ProSupport, maintaining the office environment is no longer inefficient and time-consuming. “We have reduced the amount of time we spend on IT support by approximately

70 percent,” says Johnson. “In particular, we have reduced the work that has to be done on employee PCs, which means less disruption for everybody and gives me more time to focus on growing the business.”

The standardization of desktop hardware also helps to streamline maintenance and upgrades. “We edit academic papers and business documents that are full of charts, diagrams, and graphics, and that requires plenty of horsepower on the desktop, too,” says Johnson. “We’ve had some of our Dell desktops for quite a while, but thanks to the thoughtful design that goes into the OptiPlex platform, upgrading them all to cope with large Microsoft Office 2007 documents took me only a few minutes.”

NEW DELL INFRASTRUCTURE HELPS SCRIBENDI GROW BY 57 PERCENT

Now that the infrastructure has been upgraded with Dell equipment, the Scribendi management team is confident the company is prepared for the future. In fact, the company has already increased business by 57 percent with the new Dell systems in place. “At only two years into our five-year expansion plan, we can already see the benefits of our new systems,” says Johnson. “Choosing Dell has resulted in an enhanced user experience as well as the ability to handle increased loads. We now employ over 200 editors around the world, editing a combined total of more than a million words a week, so we’re helping more people than ever to communicate effectively.”

For more information on this case study or to read additional case studies, go to DELL.COM/CaseStudies.



SIMPLIFY YOUR TOTAL SOLUTION AT DELL.COM/Simplify

July 2009. © 2009 Dell, Inc. Dell is a trademark of Dell Inc. Intel and the Intel logo are registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries. Microsoft, the Microsoft logo, and Windows are registered trademarks of Microsoft Corporation in the United States and/or other countries. Other trademarks and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. This case study is for informational purposes only. DELL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS CASE STUDY. 10007878

HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ servers with multi-core Intel® processors
- Dell Latitude™ laptop computers
- Dell OptiPlex™ desktop computers

SOFTWARE

- Microsoft® Windows® Small Business Server (SBS) 2003

SERVICES

- Dell ProSupport

