



CASE STUDY



THINWORX provides on-demand access to corporate applications from anywhere at anytime.

“Remote application access and performance was a major concern for us, THINWORX has enabled our remote staff to increase workforce productivity, corporate applications can now be easily access from any location without any barriers.”

Sunil Patel, IT Operations Manager

Consumer Impact Marketing (CIM) is one of the largest third party outsourcers of promotional marketing services in North America. CIM provides dynamic sales, merchandising, events and promotions management to some of the most recognized companies and brands in the world.

With facilities in Canada and the US, CIM employs approximately 250 full time employees, 1,500 field representatives, and up to 50 regional managers working from satellite home offices in various locations.

The Challenge

One of CIM's core strengths includes the ability to implement national promotional programs that are regionally focused in nature. In order to best serve its clients and increase productivity, CIM needed to provide regional managers with secure and cost effective remote access to information and applications used to plan and implement these programs. Regional managers required access to key applications from home offices, hotels and client sites to effectively manage and ensure flawless execution of client programs. To achieve these goals CIM implemented a Virtual Private Network (VPN). However, while secure, the application performance through the VPN was extremely slow, resulting in lost productivity. Furthermore, regional managers working from client sites were prohibited from connecting to corporate applications and information resources due to the client's firewall.

The Solution

THINWORX™ improves remote access to business-critical applications

CIM needed a solution that would not impede its remote staff from accessing corporate applications, which led to the evaluation of Citrix and THINWORX as the potential solutions. After evaluating both thin client options the decision was made to implement THINWORX because it better suited their needs from a functionality and cost perspective.

Using THINWORX, CIM regional managers are able to quickly and easily access centralized applications that enables them to better organize, manage, track, and evaluate field events; schedule resources and make the necessary changes to overall project plans. In addition, they now have the ability to provide clients with immediate program status reports from anywhere at anytime ... thus improving customer service and maximizing productivity.

Additionally, because applications are running centrally on the server, CIM was also able to realize the following benefits:

- Increased lifecycle of desktop & laptops – applications execute on the server. Only keyboard, mouse, and video interaction occurs on the users system, thereby, extending the use of legacy equipment
- Reduced IT support for remote users - IT staff can centrally deploy and manage applications rollouts & upgrades
- Remote users can share simultaneous access to common applications
- Enhanced data protection for remote users due to centralized storage and backup