LILLIAN VERNON®

Lillian Vernon

Lillian Vernon Corporation, a $260 million company, is a 51-year old specialty catalog and online retailer. It markets gifts, housewares, gardening, Christmas, and childrens' products all over the world. The company is one of the largest catalog retailers in the United States.

THE CHALLENGE

Lillian Vernon Corporation needed an alternative to the terminals it used in its call centers, and the company wanted a reliable desktop solution with an open design platform to help call center representatives service customers.

"The terminals the company used did not provide the open design platform we wanted," says David Hochberg, Vice President Public Affairs. "In addition, hardware maintenance and software upgrades required interrupting users to work on their PCs one at a time.

The company considered all its options, including PCs and thin clients, but settled on ClearCube's innovative managed desktop solution, which moves computing power from the desktop to a secured, centralized environment.

SPECIAL DELIVERY

Lillian Vernon began using ClearCube's blade PCs in its telemarketing operations. "ClearCube PCs are perfect for our 600-seat call center," says Lillian Vernon's Ellis Admire, Director of MIS Operations. "They are the ultimate for hardware and software maintenance."

ClearCube enables simplified troubleshooting and maintenance, and its consolidated rack environment lets Lillian Vernon's IT team hot swap components, make software upgrades, mass load data in one location, and maintain user's PCs with minimal interruption. In addition, taking the CPU off the user's desktop greatly increases security.

"ClearCube's easy-to-install system-as well as its exemplary support team-made the process extremely easy, and Lillian Vernon call center representatives have responded very favorably to the ClearCube PCs. Not only does ClearCube provide all the benefits and high performance of the conventional PC-upgradeability, standardized applications, rich multimedia, and 100 percent hardware and software compatibility-but it also frees up desk space by moving everything but the monitor, keyboard, and mouse off the desktop," said Ellis Admire.

A PERFECT FIT

"Lillian Vernon knows that ClearCube has brought an improvement in function and service to its call center operations, which in turn has impacted the company's bottom line," says Hochberg. The company has saved 25 percent in technical support costs, 50 percent in administration costs, and 75 percent in end-user operation costs since it began using the ClearCube computers. "Our experience with ClearCube has been a very positive one."

Key Benefits:
- *High performance PC with open platform*
- *Simplified troubleshooting and maintenance*
- *Decreased user downtime; significant cost and time savings*

Estimated Cost Savings: ClearCube vs. Traditional PC
- *Technical support cost savings: 25%*
- *Administration cost savings: 50%*
- *End user operation cost savings: 75%*
- *Reduction of interruptions: 50%*