



THE ADMiNS



World-Renowned Fashion Designer and Retailer Turns to Citrix® and TheAdmins for Infrastructure Redesign Advice and Implementation

One of the largest fashion designer/retailers in the United States

In March of 2007, one of the largest fashion designer/retailers in the United States – with 1,500 stores worldwide – came to the realization that its existing infrastructure was in need of an upgrade. With the company’s existing operating systems leading to numerous stability issues, and its servers about to lose customer service support and lacking in critical features to provide for a more reliable and easier-to-manage environment, the time had come for the company to wipe the slate clean and rebuild a stable foundation to use as a framework moving forward.

“It was time to look to the future,” said the company’s senior systems engineer

leading the project. “We needed a setup that would virtualize and deliver applications, allow for easier access; streaming and monitoring capabilities; and ease short- and long-term burdens for the company’s administrators.”

The company decided to upgrade to Citrix’s latest presentation server, the Citrix® XenApp™ Platinum Edition, which appeared would meet its needs with features such as Application

Performance Monitoring, powered by Citrix EdgeSight™; and Application Streaming. However, not wanting to leave anything to chance, the company sought advice, and engineering and implementation expertise from TheAdmins, a team of expert consultants and engineers offering a wide range of customized security and infrastructure solutions to help protect mission-critical systems, optimize networks, increase productive access across

organizations, and comply with federal regulations.

“We went with TheAdmins because of their extensive experience in doing large rollouts of the Citrix XenApp™ platform. We knew they would have in-depth knowledge of all the common mistakes typically made in implementations of this kind, would weed out any applications that would not work given our particular environment, and would be able to pre-

Citrix XenApp™

As an end-to-end application delivery system, XenApp™ (formerly Presentation Server™) provides several industry-leading technologies and innovations that improve performance, increase security, and drive down the cost of delivering Windows-based applications. XenApp is the only solution that integrates such a comprehensive set of features, enabling it to become a strategic part of your application delivery infrastructure.

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TheAdmins continues to provide ongoing support, which will prove particularly valuable as the company rolls out new servers worldwide.

empt any errors they had encountered in the past. And that, basically, once we put the platform in production, we could count on a seamless roll-out from there,” said the senior systems engineer.

The company also had an appreciation for the active role it had in determining which engineer from TheAdmins would aid in the project.

“At the start of the project, TheAdmins allowed us to interview two engineers to see who would be best for this project. They, like the others we had already spoken with at TheAdmins, were extremely knowledgeable in Citrix products and deployment,” said the company’s senior systems engineer. “We ended up going with Fred Byron, who met all our expectations and beyond. He took one look and said, ‘This is what you should do, this is what you could do, and this

is the best reason why to do this.’”

Upon reviewing the company’s existing infrastructure, which consisted of a Windows 2000 base operating system, Citrix 3.0 Presentation Servers and several different client versions, Fred recommended transitioning to a Windows 2003 base operating system with Service Pack 1, and Citrix XenApp Platinum Edition servers, and packaging one easy-to-install client (XenApp Client) to be distributed to all users within the company – resulting in standardization across the board on both the server side and client side.

According to Fred, “When we first saw the existing infrastructure, it was apparent it was inconsistent and not standardized. Therefore, in addition to aiding the company in its

server upgrade, we made it our mission to help consolidate the current set-up and reset the existing infrastructure to standardize and really help them to get the most out of the whole process.”

Over a period of just over three months, 15 Citrix XenApp Platinum Edition servers were installed in the retailer’s New York/New Jersey corporate offices, and all 1,500 of the company’s clients were updated with the XenApp Client. TheAdmins’ Fred was on site every day during that time to aid in development of the project plan; obtain necessary approvals; develop a process for the servers themselves, which involved determining applications to include, and actual building of the servers to make for a more automated process – ensuring identical servers company-wide through a repeatable, tested and certified process; and

testing to make sure everything worked exactly as expected.

TheAdmins continues to provide ongoing support, which will prove particularly valuable as the company rolls out new servers worldwide.

“We built the foundation and did all the testing and

trials in the U.S; we wanted to get all of our bumps and bruises here. But we’ll be expanding to a total of 30 servers in our Europe and Asia locations and have no doubt it will be a seamless transition,” said the senior systems engineer. “Fred and TheAdmins have exceeded our expectations. The documentation they provided throughout

the process was quite excellent, and the expertise with which they answered all of our questions helped to make the system that much more intuitive. Their involvement prepared us extremely well for the transition and has been the key to minimizing any issues we would have experienced without them.”

Citrix XenApp™ Application Streaming

The application streaming feature of XenApp enables applications to be delivered to client devices and run in a protected, virtual environment. Applications are managed in a centralized Application Hub, but are streamed to the client device and run in an isolated environment. Applications become an on-demand service that is always available and up-to-date.

Citrix XenApp™ Application Performance Monitoring / EdgeSight™

Citrix XenApp™ Application Performance Monitoring, powered by Citrix EdgeSight™, shifts the IT focus from technology and systems to end users to achieve business goals. It moves the emphasis away from the “plumbing” – the networks, servers, and infrastructure that support business – to the business itself and the conductors of that business. By measuring performance and availability from the user’s perspective, Application Performance Monitoring cuts across organizational and geographic boundaries and monitors the actual end



14 Main Street
Suite 301
Madison, NJ 07940
Phone: 908.665.2270
Fax: 908.665.2208

Enabling the power of the
Internet without the risk.

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TheAdmins, a Citrix Platinum partner and Citrix 2007 partner of the Year, provides a wide range of customized security and infrastructure solutions to help you protect your mission-critical systems, optimize your network, increase productive access across your organization, and comply with federal regulations such as HIPAA and SOX. Our highly trained professionals are skilled in the latest technologies and stay on top of security threats as they emerge – saving you time, money, and valuable resources.

Whether you need help with long range infrastructure planning; project planning, management and execution; or you simply need talented brains and hands to help out for a while, we'll put our industry-certified, expert team of consultants and engineers to work for you. Call us at 908.665.2270 for a free consultation.

Professional certifications held by TheAdmins engineers and sales consultants

Citrix Access Gateway
Citrix CCEA (3.0, XP,4.0,4.5)
Citrix Certified Sales Professional
Microsoft Windows 2000 MCP
Microsoft MCSE 2000, 2003
Citrix Password Manager
Citrix NetScaler & Wanscaler
Citrix GotoMeeting, GotoAssist,
Citrix Aerdance
Cisco Certified Specialist IP Telephony Express
SurfControl Security
Cisco Sales Expert CSE2
CNA Novell IntranetWare 4.11
Microsoft MCSE (NT4,2000,2003)
WCSP- WatchGuard Certified System Professional

Microsoft MCP
Microsoft Partner University
Microsoft Certified Systems Administrator
Microsoft Windows NT MCP
Nokia Sales Certified
SurfControl Sales Certified
Citrix Advanced Access Controls
Citrix GotoWebinar
Checkpoint Security Administrator
Cisco CCNA
VMWare Sales Professional
VMWare VCP (2.x,3.x)
CNA Novell 3.12
VMWare VSP