The University of Pennsylvania Division of Recreation and Intercollegiate Athletics sought to make managing and purchasing IT and hardware more consistent, economical and efficient. Long provisioning times, resource constraints and too many urgent, one-off requests prompted the IT team to consider standardized practices.

**Business needs**

- Stabilizes operational needs and allows for IT staff to focus on strategic initiatives
- Saves about $150 per PC in provisioning and deployment costs

**Solutions at a glance**

- **Client deployment**
  - Dell ProDeploy Plus for Client Systems
  - Dell TechDirect
- **Client solutions**
  - Dell Latitude 5580
  - Dell OptiPlex 7050

**Business results**

- Cuts overall IT costs by an expected 10% by working directly with Dell on purchasing and deployment
- Establishes efficient process template for next fiscal year or purchasing cycle

Deploys **60** laptops in 1 week instead of 5

Delivers ready-to-use PCs in **10** days, not 7 weeks
The University of Pennsylvania Division of Recreation and Intercollegiate Athletics (DRIA) did not have its own IT department until a few years ago, when university leaders saw that DRIA’s unique circumstances necessitated it.

DRIA’s small IT department supports the computing needs of 150 full-time and 350 part-time employees, coaches and staff. Operations are complex. Approximately 1,000 undergraduate student-athletes on 33 sports teams play for three seasons during the year. Recreational programs are used by 8,000 members of the university community. And events such as the Penn Relays — a three-day track meet for 20,000 athletes and 100,000 spectators — have their own, specialized technology requirements.

Provisioning and de-provisioning large numbers of users with computers and software, often on short notice and for brief periods, proved challenging and costly. Marko Jarymovych, director of IT at the Division of Recreation and Intercollegiate Athletics, says, “We decided to pursue standardization instead of dealing with every need as a customized exception. Establishing a hardware lifecycle with consistent management of user eligibility and inventory could greatly reduce IT complexity.”

DRIA’s IT team collaborated with the university’s central IT department, Information Services and Computing (ISC), to plan its next steps, aiming to stay within financial and resource budgets while supporting strategic initiatives that call for innovation. A hardware refresh for DRIA employees provided a chance to try a new approach to managing technology in alignment with the university’s priorities.

**Future-proof device and process decisions**

Standardizing on Microsoft Office 365 and Adobe Creative Cloud — complemented by specialized tools that only some users need — took care of the software portion. The IT team found that Dell already had a long-term working relationship with Penn. The Dell Latitude 5580 laptop was the mobile device of choice and the Dell OptiPlex 7050 became the preferred desktop computer. Corey Lear, IT services manager at DRIA, explains, “We chose the Dell Latitude 5580 and OptiPlex 7050 because they are well proven, fit the university’s recommendations, support Windows 10 and our software tools, and have longevity in Dell’s roadmap.”

DRIA used the Dell ProDeploy Plus for Client Systems service to make the first 60 laptops available. “With Dell, we set a precedent for an efficient process,” says Jarymovych. “One hardware order gets us the equipment we need, and we can simply repeat it if we need to onboard new users during the fiscal year. DRIA employees no longer have to purchase on their own and then work with IT to get new machines loaded with software.”

“Deployment went smoothly for the week Dell was onsite and we did not have to revert anyone to their previous machine. Having ProDeploy onsite worked very well for us.”

Marko Jarymovych
Director of IT, University of Pennsylvania Division of Recreation and Intercollegiate Athletics
Highly efficient deployment

After a one-time project setup, the ProDeploy process was mostly automatic. “We configure computers on the Dell TechDirect portal and they are dropped off fully ready in 10 to 14 days,” says Lear. “It used to take us and the help desk up to seven weeks to purchase, configure, and deploy a machine, and then install software and migrate data. With Dell ProDeploy Plus, we deployed 60 laptops in a week. On our own, this would have taken us five weeks or longer.”

The hardware rollout was problem-free. “Deployment went smoothly for the week Dell was onsite and we did not have to revert anyone to their previous machine,” Jarymovych says. “Having ProDeploy onsite worked very well for us.”

Substantial cost savings

DRIA cut deployment costs. “We analyzed the costs of continuing to provision and manage hardware as we have done, compared to using Dell ProDeploy Plus,” says Lear. “On average, we save close to $150 per PC.” It also expects to reduce overall IT expenses. “We buy in bulk and don’t need an employee to perform a task that’s only required periodically,” says Jarymovych. “By centralizing and streamlining hardware deployment with Dell, I expect we will reduce IT costs by at least 10 percent. As we get more efficient at managing the hardware lifecycle, the savings could be even higher.”

Excellent user experience

IT set up a service lounge where users could pick up their new laptops. “Our users were most impressed that their laptops were fully configured and they could find all their data,” notes Jarymovych. “Users liked that we packaged a mouse, keyboard, and second display with their laptop.”

So far, DRIA has not needed to use the 30-day, post-deployment support it receives with ProDeploy Plus. “It’s good to know that help is available,” says Jarymovych. “We can trust the process and know that Dell will do the right thing for the users.”

Reliable asset management

Asset tracking enabled by Dell is a key element of the new hardware lifecycle management approach. Lear says, “We can associate computers with user profiles and manage our inventory by using Dell asset tags, which are branded for DRIA and very easy to use. Tagging will make future bulk upgrades smoother.”

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Sustained technology vendor engagement

DRIA’s future hardware refreshes will be even more efficient. Lear says, “Next year, we will upload the new computer image to TechDirect, users can select their role and pick a model, and Dell will deliver promptly.” Jarymovych adds, “We have a process prototype that we know works and fits within our capital planning and budgeting process.”

Streamlined hardware management gives IT time for technological innovation. Jarymovych says, “We now have time to explore virtual desktops, new storage solutions or other mobility tools. We can enhance relationships with Microsoft and Adobe in a way we couldn’t with non-standardized hardware. ProDeploy Plus also helps us adjust identity management as we transition from perpetual-license software to cloud-based subscriptions.”

DRIA expects to continue drawing on Dell expertise, hardware and services. “We can accomplish much with Dell that we couldn’t with other technology providers, especially in a Windows environment,” says Jarymovych. “Having a long-term engagement with a technology partner like Dell to support scalability is important for future initiatives.”