# DELL EMC

## INDUSTRY

Merchandise rental services

## CHALLENGE

Flagging performance and scalability of infrastructure presenting a barrier to business expansion

## SOLUTION

All-Flash Dell EMC VxRail Appliances with VMware toolset

## RESULTS

- Reduced administrative management overhead
- Cut deployment time from weeks to hours
- Reclaimed storage space, easing pressure on power and cooling costs
- Scaled to support business expansion with economical cost per user

# RENT-A-CENTER

## Technology refresh supports rapid business expansion

### VXRAIL™ APPLIANCE STREAMLINES VIRTUAL DESKTOP DEPLOYMENT

From 4,000 store locations in North America, Rent-A-Center® (RAC) provides consumers with affordable rent-to-own services for brand-name furniture, electronics, appliances, and computers. The company differentiates itself by providing flexible rental purchase agreements with an array of no-hassle payment options.

Hampered by an aging virtual desktop infrastructure (VDI), the IT staff was spending more time on day-to-day systems administration and hitting limits on performance and scalability. This was a concern as Rent-A-Center was expanding rapidly.

To address these challenges, Rent-A-Center moved to a hyper-converged infrastructure with the All-Flash Dell EMC VxRail™ Appliances. The result: Increased agility and performance to support growth and less time spent on administration.

### THE CHALLENGE

After years of corporate acquisitions, Rent-A-Center's data center housed a myriad of networks, storage systems, and servers. Business agility suffered as staff tweaked hardware to perform seamlessly with remote desktops and applications.

IT was under pressure to improve productivity and reduce VDI deployment time, as well as show an economical cost per user that would scale over Rent-A-Center's projected growth.

Ultimately, rather than attempt to fix the existing infrastructure, Rent-A-Center embarked on a complete technology refresh. After a thorough vendor comparison, the company chose the Dell EMC VxRail Appliance, a hyper-converged infrastructure appliance.

## THE SOLUTION

Rent-A-Center selected the hyper-converged infrastructure Dell EMC VxRail Appliance for its deep integration with the VMware toolset, rapid time to deployment, simplified manageability, and high performance.

Deployed with the assistance of the Dell EMC Professional Services team, Rent-A-Center's VxRail Appliances run VMware Horizon® VDI to provide remote workers with secure, reliable access to email, word processing, and Web-based applications.

The company also uses VMware NSX® and VMware vRealize® for streamlined virtualization deployment and management.

## THE RESULTS

From the start, the VxRail Appliance showed its capability to slash administrative overhead.

Mike Conroy, Rent-a-Center's Director of Technical Operations, says, "With the efficiency of fully integrated VxRail and VMware management tools, we're getting the most bang for the buck out of our infrastructure. For example, our systems administrator now has more time for user-facing engineering efforts. That means we're serving the business units in a more meaningful way."

Ease of deployment is another major attraction of the VxRail Appliances. Thanks to the complete integration of the technology stack, the startup time for the VxRail averaged about two hours from power-on through configuration and network login. Conroy estimates that the build-your-own approach would have required startup times measured in weeks.

Beyond deployment and management, the VxRail also delivered performance gains. Conroy explains, "Typically, in a VDI environment, IOPS is your biggest concern. With the All-Flash Dell EMC VxRail Appliance, worry about maxing out our infrastructure has vanished."

In a storage-intense environment, reclaiming unused space is a priority to control costs. The VxRail automates storage compression, deduplication, and erasure coding; ensuring that space reclamation happens instantaneously and without operator intervention. Slowing down storage growth eases pressure on Rent-A-Center's data center footprint, as well as power and cooling costs.

Cost of ownership allocated per user is another major advantage. By running Horizon on VxRail, cost per user is predictable and economical. As Rent-A-Center expands, senior management is now confident that deploying additional VDI seats has a stable cost and known schedule.

A wholesale technology replacement such as Rent-A-Center's is not for the faint-hearted. It takes a clear sense of big-picture payoffs and long-term value. In this case, the decision is proving its worth daily with operational efficiencies, improved productivity, and an infrastructure foundation ready for the future.

- 

"Getting the VxRail™ Appliance up and running in a couple hours was tremendous. This was a huge win for us. If we had to build our own technology stack, it would have taken weeks."

– Mike Conroy, Director of Technical Operations, Rent-A-Center

DELLEMC