



Case Study

“The benefits we receive with Pano Logic are ideal and exactly what we’ve been striving for. Our IT group can now manage all desktops at our local and remote properties from their office, where they are most productive. The Pano System allows them to do this because there’s nothing at the remote site to manage — there’s zero-processing occurring at the user endpoint.”

— Peter Saccullo, Executive Director of Technology at Chumash Casino Resort

Customer Benefits:

- Saves \$1,475 per desktop over 5 year lifecycle
- Reduced time spent managing and repairing desktops by 34%
- Desktop problems fixed in minutes not hours
- New user deployment cut from six hours to 30 minutes
- More than doubled desktop lifecycle in harsh environments
- Eliminated time spent travelling by IT staff to support remote desktops

Chumash Casino Resort is a premier entertainment destination, located in the heart of the beautiful Santa Ynez Valley wine country, in Santa Barbara County, California. Chumash offers 94,000 square feet of Las Vegas-style gaming, 24 hours a day, seven days a week. The casino resort draws tens of thousands of visitors per year for performances from world-class musicians, singers and comedians, as well as a number of sporting events such as boxing.

The IT department at Chumash comprises of 32 people, and manages the casino, hotel resort, two gas stations, an additional offsite hotel resort, and an offsite employment resource center for human resources, accounting and training purposes. IT manages two data centers in the casino and two data centers offsite with approximately 100 physical servers which Chumash plans to consolidate down to 16 physical servers by virtualizing them with VMware ESX.

In 2007, Chumash opened an offsite employment resource center which brought a host of remote management issues. Chumash had workstations both in the casino and in their remote facility, and IT was required to maintain servers in both data centers.

“We needed all of our core resources to remain in the data center at the casino, but we also needed to provide top-notch support to the new location as key departments like human resources and accounting moved to the offsite employment resource center,” said Peter Saccullo, executive director of technology at Chumash Casino Resort. “With the opening of the offsite location, we quickly realized that we needed a remote desktop solution and we began to research

options for how we could support all of our remote environments, which was our biggest challenge.”

Selecting the Pano System

Chumash adopted the Pano System in 2009 and quickly deployed 50 Pano Devices in their employment resource center. Saccullo first learned about the Pano System when he began investigating remote media solutions with IP-based displays to service their offsite training facility. The casino resort had begun deploying VMware ESX in late 2007 for server virtualization and averages around 28 virtual servers per physical box, so they began looking at a number of thin client and desktop virtualization solutions which would integrate into their existing infrastructure.

Chumash ultimately chose Pano Logic for its innovative approach to five key areas:

1. Ability to centralize management when working with remote locations
2. Reliability of the solid-state zero-client Pano Device endpoint
3. Support for native Windows drivers allowing the same peripherals to be connected
4. Simplified approach to licensing a complete virtual desktop solution
5. Lower total cost of ownership over the entire desktop lifecycle

“We had looked at terminal services and Remote Desktop Protocol (RDP) from Microsoft. We also had invested in HP Neoware boxes, but our peripherals didn’t work well with them,” said Saccullo. “The Pano System definitely rose to the top of our list because of its ability to use native Windows drivers and deliver a true zero-client desktop solution.”

Another key area in the selection process was Chumash’s use of touch scanners that work with EMC ApplicationXtender. The casino resort keeps all of its paperwork in electronic form, scanning documents at their remote sites before sending it to the main data center for processing and archiving.

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“Scanning using RDP or other types of standard remote desktop connections was not working. Problems resulted in users frequently having to log out, restart and log back in. With the Pano System, we have more stability and are easily able to attach scanners and other peripherals. The Pano

System also integrates with our existing VMware infrastructure and runs with VMware View.”

Time Saved with Remote Management

Chumash first replaced traditional desktops with Pano Devices in the human resources and accounting departments – including the desktop of the COO and the CFO. In the main data center, Saccullo runs Pano System desktop virtual machines on HP ProLiant DL580 quad core servers with 64 GB of RAM, allocating around 1 GB of RAM and 13 GB of hard drive space for each desktop virtual machine.

Since deploying the Pano System, Chumash has experienced a number of benefits including decreased time spent managing desktops and the ability to invest more in networking systems administration.

“It’s great for our remote sites. We were trying to decrease the number of technicians relative to the number of systems administrators,” said Saccullo. “Now with the Pano virtual desktops, we don’t have to travel to the offsite employment

resource center and user downtime doesn't last for hours. With the Pano System we can easily re-provision a desktop image remotely and have the user up and running again in a matter of minutes."

Chumash has also saved a significant amount of time on device set-up for users. Prior to deploying the Pano System, a traditional PC would take on average around six hours to set-up from unpacking to loading software. In contrast, a Pano Device takes around 30 minutes to set up and deploy.

"Those are numbers you really can't argue against. Pano Logic significantly decreases our management requirements. We're not troubleshooting hard drives or video cards, or calling Dell and managing the entire resource piece anymore. The benefits we receive with Pano Logic are ideal and exactly what we've been striving for. We want to be able to sit in our offices, where we are most productive, and manage everything remotely. The Pano System allows us to do this because there's nothing at the remote site to manage — there's zero-processing occurring at the user endpoint."

Longer Lifecycle in Harsh Environments

Chumash also deployed the Pano System in the casino pits on the gaming floor for use by pit shift supervisors. This environment is smoky and dusty, and traditional desktops with fans and moving parts typically last no longer than two years.

"With the Pano Device, because it is a solid-state device and there are no moving parts to break, we expect its lifecycle in the casino pit to be significantly longer," said Saccullo. "It's a huge win for us. My goal is that a Pano Device will be

able to be on the casino floor for five years — over twice what we usually see with traditional PCs in that harsh environment — which provides us with major cost savings."

In fact, Chumash plans on a five year lifecycle for the Pano System throughout their organization. Before selecting

and deploying Pano Logic, Saccullo took into account the cost for the Pano System, ESX software, server infrastructure, software licensing and storage. After calculating these costs, Saccullo found that in the long term, Chumash would experience large enough cost savings by deploying Pano Systems, especially in terms of management and labor costs, to enable IT to invest in strategic systems management administrators.

Next Steps...

In the near future, Chumash intends to migrate the remaining workstations over to Pano Devices. Chumash also intends to convert 100 percent of their hotel's front desk desktops to Pano Devices, as well as deploying the Pano System in their casino cashier cages, where it is currently being tested and is expected to provide additional support cost and security benefits.

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