



Giving small businesses a boost through a more productive workforce

LiftFund helps its employees serve small-business-loan customers faster with a quickly deployed Dell Precision workstation solution



Financial Services

United States

Business needs

LiftFund needed to give employees more reliable workstations while streamlining system imaging and deployment.

Solutions at a glance

- [Client Solutions](#)
 - [Dell Precision Tower 3420 workstations](#)
- [Dell ProDeploy Client Suite](#)

Business results

- Boosts productivity and helps employees save minutes each day
- Cuts workstation deployment time by several weeks
- Spurs continued business growth

Boosts

productivity



Cuts

deployment time



Founded in 1994, LiftFund has grown into one of the country's leading small-business lenders, helping thousands of businesses in 17 states receive loans every day. As the company continued to expand, it needed to ensure its employees had the best possible tools for processing loans. "To better serve our customers, we needed more reliable PCs so our staff members could do their jobs effectively," says DK Phuengpanyalert, the director of information technology at LiftFund. However, the organization's previous solution was showing its age. "Our employees need to run multiple resource-intensive business applications, and they were complaining about the performance of the machines," says Phuengpanyalert.

As it prepared to implement new workstations, LiftFund was concerned about the time required to image and deploy them. "We are a small nonprofit with only two help desk technicians on our IT staff, and we don't have time to travel to multiple locations for deployment. It would take almost a week just to set up half a dozen machines in one office," states Phuengpanyalert.

Improving performance with Dell Precision workstations, saving time with Dell ProDeploy

After considering solutions from different companies, LiftFund decided on Dell Precision Tower 3420 workstations. "We already use Dell technologies for 70 percent of our hardware and networking, and the solutions have always been very reliable," says Phuengpanyalert. "The Dell Precision Tower 3420s have better processors to support our resource-intensive applications, so that made it the right choice for us."

LiftFund also took advantage of the Dell ProDeploy Client Suite, through which Dell technicians assist in imaging and deploying solutions remotely or on-site. For the rollout of 110 Dell Precision Tower 3420 workstations, Dell technicians worked alongside the LiftFund IT team to image and install the solutions at 13 office locations. The Dell team also conducted a data-wipe process for all workstations to erase all internal storage devices.

Powering employee productivity

LiftFund staff at all the company's locations can work faster and more efficiently with their new workstations. "Critical business applications ran faster and smoother for our employees as soon as we upgraded to the Dell Precision

"Our workers can perform their daily tasks faster and can better assist our customers in receiving small-business loans because of the Dell Precision Tower 3420 workstations."

DK Phuengpanyalert
Director of Information Technology, LiftFund

Spurs

business growth



Tower 3420 workstations,” remarks Phuengpanyalert. “Opening applications takes less than 30 seconds, compared to several minutes previously. Our staff can perform their daily tasks faster and can better assist our customers in receiving small-business loans because of the Dell Precision Tower 3420 workstations.”

Streamlining workstation imaging and deployment at 13 locations

The company saved time and hassle by relying on Dell ProDeploy for imaging and deployment. “With only two help desk technicians in IT, we knew we needed assistance in quickly rolling out our new workstations to our employees in so many locations,” says Phuengpanyalert. “We definitely saved at least 8 to 10 weeks’ worth of time during the imaging and deployment process by using the Dell ProDeploy service. By having the standardized images preloaded on the workstations, we were able to get our staff up and running very quickly. We could not have completed this project so quickly without Dell ProDeploy.”

Supporting continued business growth

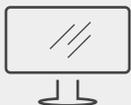
LiftFund will be able to continue its healthy rate of business growth by using its new solution. “Because our employees are more productive using the Dell Precision Tower 3420 workstations, they can serve our customers better and faster. That is going to help us grow our

business even more,” states Phuengpanyalert. The new solution with Dell ProDeploy also eases the company’s IT management burden. “Having all the units standardized with the same configuration, with the same applications and security settings, simplifies management for us,” says Phuengpanyalert. “That means we can put more of our time into important IT initiatives that fuel growth.”

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