



# A model for public-sector productivity

GNR Apoyo Estratégico wins government business and performs a deployment in 30 days instead of the 45 the customer requested



Professional services

Mexico

## Business needs

To fulfill its contractual agreement with a Mexican federal agency, GNR Apoyo Estratégico had to meet strict deadlines of delivery within 20 days and deployment within 45 days.

## Solutions at a glance

### Client Solutions

- [Dell OptiPlex 3050 Small Form Factor PC](#)
- [Dell Latitude 5480 laptop](#)

### Client Deployment

- [Dell Basic Deployment for Client](#)

### Client Support

- [Dell EMC TechDirect](#)

## Business results

- Simplifies planning and deployment
- Outperforms the competition with excellent functionality at a low cost
- Provides blueprint for future engagements

# 4,000

Deploys almost 4,000 client devices in less than 30 days instead of 45



# 20 days

Meets 20-day delivery deadline



GNR Apoyo Estratégico, one of the largest technology consultancies in Mexico, serves customers throughout the country with solutions and services for such technology disciplines as cloud, infrastructure and virtualization. GNR has been a Dell partner for many years.

When HP hardware reached the end of its useful life, a Mexican government agency sought to perform a technology refresh. GNR's portfolio of government clients and its familiarity with their purchasing processes helped win this agency's business. The process sped from bidding to contract signing in two weeks instead of the usual three to four months.

GNR had proposed Dell OptiPlex 3050 desktop computers and Dell Latitude 5480 laptops. Federico Ramos Larios, director of sales at GNR Apoyo Estratégico, says, "Our clients stated that the Dell OptiPlex and Latitude devices gave them all the features they sought at a low cost that no competitor approached."

The contract called for delivery within 20 days and for a deployment of no longer than 45 days. That meant producing, configuring, testing, shipping and installing 3,700 OptiPlex and 170 Latitude devices in the government agency's buildings in Mexico City with utmost efficiency. Four years earlier, the hardware vendor at the time had failed at the equivalent of this task.

## Speedy production and on-time delivery

GNR had already performed preparatory work with Dell before signing the contract. Ramos says, "Our single point of contact at Dell greatly simplified the planning of hardware delivery and deployment for our customer."

*"Collaborating with Dell, we completed the deployment of 3,870 devices in under 30 days instead of the 45 days stipulated in the contract."*

**Federico Ramos Larios**  
Director of Sales, GNR Apoyo Estratégico

Dell and GNR created a fast-moving process for configuring the Latitude and OptiPlex computers. Traditionally, customers provided software system images on devices that could then be cloned in a production facility. Ramos explains, "By uploading software images through a portal on Dell's support resource, TechDirect, we were able to meet our client's delivery deadline."

## Deploying almost 4,000 devices in less than 30 days instead of 45

Next, GNR and Dell teams provided agency employees with their new hardware. Users continued working with laptop and desktop computers that provided all needed applications and drivers in the right configurations. "Collaborating with Dell, we completed the deployment of 3,870 devices in under 30 days instead of the 45 days stipulated in the contract," says Ramos.



# Competitive model for serving other customers

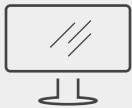
Following the successful implementation project, GNR provides ongoing support and maintenance services under a three-year contract that was part of the initial bid. The company's technicians continue to use TechDirect tools to perform efficient reporting and management of the agency's devices.

GNR sees its collaboration with Dell as a blueprint for future engagements. Ramos says, "With a proven approach for delivering hardware and completing large-scale deployments quickly, we are confidently pursuing even larger clients."

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**Federico Ramos Larios**

Director of Sales, GNR Apoyo Estratégico



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