

Zones feeds appetite for Mac through CYOD

The world's leading organizations rely on Riverbed Technology, the application performance company, for fast, reliable solutions. Applications are now the center of the business world. We rely on them to reach customers, build products, automate back-end business processes, and perform almost every task critical to business. Application performance and availability not only make users happy – they're also the most visible indicators that IT is doing its job right. Riverbed® application performance solutions, including WAN optimization, performance management, application delivery, and storage acceleration, enable IT to both manage and accelerate performance.

Reshaping IT with Mac

Riverbed remains at the top of its field by staying ahead of the latest enterprise trends. And with help from Zones, they make sure their internal tools are at the cutting edge too. So when Riverbed engineers needed Mac computers for software development on the Mac platform – and with a growing number of employees bringing their own Macs to work – the company's team knew they could turn to Zones for help.

“ We listened when employees said they'd be more productive using Mac – we saw the consumerization of IT first hand. ”

– Mirza Baig,
Senior IT Director, Riverbed Technology



Choosing to partner with Zones enabled Riverbed to transform their IT organization to offer Mac as a standard choice. Now more than 30 percent of the staff at Riverbed choose Mac and the company benefits from higher employee satisfaction, fewer helpdesk calls, and lower total cost of ownership for the Mac than their PCs.

Offering employee choice

An employee-centric company from the start, executives at Riverbed are always open to considering new options. And the process of reinventing their IT organization to offer Mac was no exception. It began with more and more enterprise customers requesting software for Mac, causing Riverbed engineers to require Mac for development. The Riverbed marketing group also voiced a preference for working on the Mac. But it wasn't until the CIO selected to use

Client:

Riverbed Technology

Industry:

Technology

Annual Revenue:

\$837M

Riverbed Technology is the application performance company that the world's leading organizations rely on for fast and reliable applications. Founded in 2002, Riverbed serves over 22,000 customers across the globe – including 10 of the Fortune 10 and 92 percent of the Forbes Global 100.

Zones Core Solutions

- Network infrastructure
- Network security
- Storage
- Virtualization
- Wireless infrastructure and mobility
- Unified communications

Solution for Riverbed

- 600 MacBook Pro and MacBook Air computers
- Casper Suite by JAMF Software
- Procurement and warehousing services

Apple Certifications

- Apple Authorized Reseller
- Apple Authorized Service Provider
- Apple Certified Technical Coordinator

a Mac in the office that the consumerization of IT really hit home – reinforcing employees' preference for a Mac, not only at home, but in their work environment as well.

Working closely with Zones, Riverbed began offering MacBook Air and MacBook Pro as standard choices for their staff. Since then, the trajectory of Mac requests has grown at a phenomenal rate, much faster than for PCs. In fact, the number of employees using Mac jumped to 30 percent in just the first 18 months.

Zones provides significant added value

With technology at the core of Riverbed's competency, their IT team holds partners to the highest of standards – measuring quarterly performance against a complex scorecard of quantifiable metrics. So for Zones to play such a critical role at Riverbed, under this kind of scrutiny, speaks volumes about their ability to continually add value beyond just supplying products.

Led by the account executive, the Zones team is fully engaged in addressing Riverbed's needs. Our technical and engineering teams take time to understand Riverbed's business environment, and tailor services to match. This intimate business knowledge enables Zones to forecast the company's future needs as Riverbed continues to grow. For example, Zones makes products available right when Riverbed requires them, without shipping delays. And as Mac requests at Riverbed have ramped up rapidly, their IT team can turn to Zones for

“Zones thoroughly analyzed our environment and business – Zones knows our requirements and understands them with the same knowledge as an internal resource.”

– Mirza Baig,
Senior IT Director, Riverbed Technology

additional backend resources, like purchasing the JAMF Casper Suite to help with client management. After years of working together, Zones continually receives high marks from Riverbed's IT team, “scoring straight-As” on their supplier performance reviews again and again.

“Riverbed is a leader in collaborating effectively with their own employees, as well as with external partners – something I've experienced first hand over the last four years.”

– Account Executive, Zones

Transforming IT

Riverbed is a cutting-edge company, and not just when it comes to application performance solutions. According to their account executive, the openness of Riverbed to new ideas is a key reason the company continues to thrive, even given a challenging world economy. The way Riverbed transformed IT to support the Mac is proof positive of this keen assessment. Loosely modeled after the Apple Genius Bar concept, Riverbed's IT staff provide personalized support for their Mac users. By acting as technical consultants, IT is able to fully understand each business use case for Mac and develop best practices for supporting various employee needs. Every new user is provided an IT questionnaire to gauge their comfort level on the Mac platform. Then IT delivers tips and tricks based on individual experience level – so all employees are positioned for success using Mac. “Many recent new hires already have Mac knowledge from school,” Mirza Baig explains, “So it's just a natural progression to start using Mac in the work environment too.”

Reaping the rewards

By implementing Mac as a standard choice for employees, Riverbed has recognized benefits across the organization. Reliability is one of the biggest benefits of Mac for the Riverbed IT team, who consider Mac a stable, reliable system right out of the box, even without additional antivirus protection. There are also fewer support calls for troubleshooting and break/fix services on Mac – making Riverbed's total cost of ownership for Mac less than for their Windows PCs. Overall satisfaction has greatly increased for employees who choose Mac, and offering Mac as a choice has helped position Riverbed as a cutting-edge place to work when recruiting new talent.