



Gouden Gids Netherlands

Citrix Application Delivery
for Publishing

“The Citrix solution accelerates our time-to-market. World Directories’ vision is ‘to be the first choice in Local Search and Advertising in all media.’ By applying technologies like Citrix Application Delivery Infrastructure, IT helps make our Vision a reality.”

Fred Overduin
IT Operations Manager,
Gouden Gids Netherlands

Key benefits

- Enabled company growth by accelerating branch office expansion
- Supported more users with the same IT staff
- Improved sales efficiency and customer service
- Enabled higher productivity through secure access from home locations
- Access infrastructure used as example for other divisions

Gouden Gids Netherlands takes golden opportunity for sales force automation

Gouden Gids BV, a subsidiary of World Directories, has been publishing the Dutch Yellow Pages in the Netherlands since 1964. The Dutch Yellow Pages contains listings of more than 650,000 companies, organizations and individuals, and is nowadays published as a book, on the Internet and to mobile phones as SMS services. Gouden Gids is headquartered in southeast Amsterdam, and six regional offices are located in Hoogeveen, Maarssen, 's-Hertogenbosch, Delft, Amsterdam and Almere. The company employs 750 people, including about 350 telesales and field sales employees.

The Challenge: Accessing and managing a business application framework

After the company became part of World Directories, a strategic decision was made to use the business framework BiRDS — developed by World Directories — on all desktops. Rolling out and maintaining this application framework — particularly for regional offices where WAN connections became a bottleneck — was difficult and time-consuming. “BiRDS is a feature-rich but complex client/server software suite that comprises more than fifteen underlying applications. Not only was it important to provide company-wide access to this framework, but it was also necessary to gain control over the many updates,” said Fred Overduin, IT Operations Manager at Gouden Gids Netherlands.

“We needed a more flexible and scalable solution. In addition, the business — especially the field sales force — requested secure and easy access to our applications from home, using broadband Internet connections.”

Citrix Application Delivery Infrastructure

Gouden Gids needed voice recording functionality to be able to log and replay telesales verbal agreements with customers. BiRDS forced the company to stay with Microsoft® Windows® 2000 Server because it does not run on Microsoft® Windows Server® 2003. The need for voice recording on Windows 2000 Server was a killer feature in the selection of the Citrix Presentation Server™ solution. In addition, Gouden Gids needed a stable and reliable load-balancing solution to scale up the environment — another important reason to choose the Citrix Application Delivery Infrastructure.

Together with Gouden Gids, **PQR**, a Gold Citrix® Solution Advisor, wrote the business case. After a successful proof of concept, PQR designed and implemented the solution based on the Citrix technology. A farm of identical, easy-to-manage and rapidly deployable HP blade servers running Citrix

Networking environment

- Citrix Presentation Server™ running on 10 dual processor HP BL20P blade servers
- Two Citrix Access Gateway™ appliances in a redundant architecture
- Microsoft® Windows® 2000 Server
- Versatel IP VPN MPLS WAN connections
- ActivIdentity Active Card tokens
- 100+ Wyse 1200LX thin clients
- Miscellaneous Dell laptops and HP desktops
- RES PowerFuse management solution for Windows desktops

Presentation Server™ with Windows 2000 Server now provides access to the company's BiRDS applications on Dell laptops and HP desktops using Citrix® Program Neighborhood® Agent. A redundant architecture with two Citrix Access Gateway™ appliances extends secure information access for field sales and other employees to home locations using a browser. For strong authentication, ActivIdentity two-factor authentication tokens are used.

"The complete implementation of a redundant Access Gateway setup only took one day, which included the ActivIdentity server needed to support the tokens," commented Overduin. "Ease of implementation is a strong argument in favor of the Citrix Access Gateway solution."

Company expansion becomes easy

Previously, application delivery on PCs was very time-consuming. The BiRDS framework required a complete installation or incremental update six to eight times every year, each taking 30 minutes per desktop. "We use about 250 laptops for field sales employees that needed to be updated at six regional offices using a slow WAN connection and a software distribution application. About 20 percent of these remote installations would simply fail and had to be fixed by hand," continued Overduin. "You can see the enormous impact a Citrix access infrastructure has on our business efficiency." Now, updating applications is much faster, easier and more flexible because all changes take place on the servers and there is no need to implement and troubleshoot difficult software distribution schemes.

Gouden Gids is currently centralizing and expanding telesales activities in Almere, which has become the company's National Sales Center. This new National Sales Center actually provided the business case and thus the funding to migrate to a new centralized infrastructure. "Without the Citrix solution, it would have been impossible for us to implement our BiRDS business framework in that location and fulfill the company's business needs," added Overduin. "We administer this regional office in Almere with the existing IT staff."

The ease of expansion using the Citrix solution and thin clients that connect to the central server farm was recently shown. Further centralization of telesales required an additional 72 seats to be implemented within a short period. After adding some blades for additional server capacity, it only took a few minutes to install each new thin-client device for immediate access to all applications.

The company expects that the Citrix and thin client-based infrastructure in the office in Almere will function as a showcase for divisions outside the Netherlands. It also lays the foundation for future corporate growth like expanding offices or adding new offices.

Secure access from home

To improve the efficiency of its field sales force, Gouden Gids needed to open up access to the company's applications from home using the Internet and a broadband connection. "We implemented the Citrix Access Gateway to enable secure and easy access from home locations. The beauty of this solution is that it guarantees no information is left on the devices after ending a session. In addition, downloading or saving data on the PC is not allowed and not possible. And because the session is encrypted, the data transfer is secure," added Overduin.

More than 150 field sales employees now have access to their information from home. This means that there is no need to visit their regional office daily to obtain the latest sales information. This saves travel time and money and increases efficiency from order entry through the invoicing process because field sales staff are better prepared and visit customers with up-to-date information. Also, all other Gouden Gids employees can access applications from home, bringing teleworking up to the next level.

"The Citrix solution accelerates our time-to-market. World Directories' vision is 'to be the first choice in Local Search and Advertising in all media.' By applying technologies like Citrix access infrastructure, IT helps make our vision a reality," Overduin concluded.

Future plans

The company plans to implement Citrix Password Manager™ to simplify login and enable enterprise single sign-on to applications such as BusinessObjects. In addition, sales force automation will be extended with UMTS access.

Applications delivered

- Microsoft® Office 2000 Professional
- BiRDS suite business framework application
- BusinessObjects – business intelligence and sales reporting
- SAP 6.4 – Financial, Purchase and Billing & Collection extension to BiRDS
- VOCALCOM Hermès Pro – call center application

About the Citrix Solution

Citrix Presentation Server™ is the de facto standard for delivering Windows® applications at the lowest cost—to any user, anywhere. It offers both application virtualization and application streaming delivery methods to enable the best access experience for any user, with any device, working over any network. Citrix Access Gateway™ is the only SSL VPN to securely deliver any application with policy-based SmartAccess control.

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