



## Microsoft Windows XP Professional Customer Solution



### Solution Overview

# Windows XP and Hewlett-Packard Computers to Help Simplify Support, Increase Productivity, and Enhance Collaboration at Corporate Consulting Firm

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*Seeking to standardize technology for simplifying support and boosting productivity, Decision Processes International, an established business-strategy consulting services firm, has begun implementing Microsoft® Windows® XP Professional and Office XP Professional and installing Hewlett-Packard client computers. An initial installation has proved the ease-of-use advantages and support for collaboration of Windows XP Professional and the Hewlett-Packard Compaq Evo systems. Through this installation, Decision Processes International plan to enable partners to spend less time in front of their PCs and more time in front of clients—building a stronger business.*

## Situation

Based in Westport, Conn., Decision Processes International (DPI) delivers solid and well-tested strategic and operational consulting to businesses in more than a dozen countries around the world. Following a “high-touch,” person-to-person business model that has been successful for the 20 years that DPI has been in business, the company has traditionally relied less on technology and more on the direct customer relationship. But that is changing, according to DPI Partner and Director of Marketing & Electronic Services Cyril Jay-Rayon. “For years DPI could have relied solely on pen and paper and still made a profit, and until recently we didn’t need to pay a lot of attention to the software people were running on their PCs,” he says. “We had our Web site, e-mail, and an FTP site for sharing documents, which were perfectly adequate. But in the last year, with 40 partners working from 23 offices all over the globe and an increasingly pressing need to reach new clients with our marketing message, I began to see that we needed something more.”

Specifically, Jay-Rayon was considering a standardized approach to the operating system environment and a more powerful and mobile hardware environment. Standardizing was especially important because the company had limited IT support and, at the same time, a

## Customer Profile

Founded in 1982, based in Westport, Conn., with 40 partners worldwide, provides strategic and operational consulting to large companies

## Business Situation

Needed to standardize technology for simplifying support, to provide employee-partners a software environment that is easy to learn and use, to enhance marketing literature, to simplify collaborative document production, and to ensure a reliable and secure platform

## Solution

Began company-wide implementation of Windows XP Professional and Office XP Professional and Hewlett-Packard Compaq Evo systems,

## Benefits

### Anticipated Business Value

- Easy installation of software and peripherals through Windows XP wizards and Plug and Play
- Minimized support for non-technical users through operating-system and hardware standardization and Windows XP Remote Assistance
- More convenient computing for partners who are traveling (long battery life)
- Increased platform stability and reliability through automatic Windows Update, security through built-in Internet Connection Firewall (operating system) and Norton AntiVirus 2002 software (hardware)

### Software and Services

Microsoft Windows XP Professional  
Microsoft Office XP Professional

### Hardware

50 PCs, to be 60 by mid-2003  
Compaq Evo D300S desktop PC  
Compaq Evo N115 portable PC



strategic commitment to working more closely with its worldwide partners. "With a standardized platform, we figured we could make it easy to bring technically unsophisticated users up to speed on the latest software and support them during the learning process and beyond," Jay-Rayon says.

Before Jay-Rayon and his colleagues could move forward in a new technology direction, however, they had to face a challenge common to any small, non-technical company whose workforce is relatively autonomous: the status quo. "Because we had been so successful for so long without relying heavily on technology, I knew it would be tough to persuade our partners, who are typically former CEOs and other high-level executives, to adopt a new operating system and PC," he says. "Because these individuals work independently, I can recommend software and hardware, but I can't require them to use it. So I knew that whatever technologies I was attempting to sell them on also had to sell themselves."

## **Solution**

For Jay-Rayon, those technologies were the Microsoft® Windows® XP Professional operating system and the Hewlett-Packard Compaq Evo D300S desktop PC and Compaq Evo N115 portable PC. Considering the operating system's extensive support for the installation process, automatic upgrades, and improved security and the productivity suite's support for enhanced animation and version tracking, Jay-Rayon figured that if any software package could prove its worth to a non-technical and highly discriminating audience—and simplify his job of persuading them to use it—it would be Windows XP and Office XP. He also figured the hardware would be a relatively smooth sell thanks to the performance and versatility advantages offered by the Compaq Evo D300S and Compaq Evo N115 through the Intel\* Pentium\* 4 processor and AMD Athlon\* 4 and Duron\* processors, respectively, and the mobility advantage offered by the Compaq Evo N115 with its AMD PowerNow! battery-conserving capability.

So, in mid-2002, Jay-Rayon installed Windows XP and Office XP on his own newly acquired desktop and portable PCs and began taking steps to make the technologies, and his familiarity with them, available to other DPI partners. He hopes to see most of the partners upgrade to the new products—from their current environments of primarily Windows 98 and Office 97 or Office 2000 and assorted PC platforms—by mid-2003.

## **Benefits**

### **Boosting Productivity by Simplifying Tasks**

For Jay-Rayon, who provides some technical support in addition to his primary roles of partner and marketing director, a central advantage of Windows XP is its ease of learning and use. Take the wizards or Plug and Play, for example, both of which he predicts will be instrumental in persuading other DPI partners to adopt the technology. "Soon after I installed the new software and hardware, I set up a network between my desktop and notebook PCs and printed a digital photo—in practically no time, thanks to the improved wizards in Windows XP," he reports. "Using Plug and Play, I easily connected to a printer that was so new its driver had not yet been released," he reports. "Based on these experiences, I believe that Windows XP wizards and Plug and Play will greatly simplify the installation of new devices at other sites and thus reduce the time I'll need to spend supporting the partners as we proceed with the implementation."

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Director of Marketing & Electronic  
Services  
Decision Processes International



Another productivity booster for Jay-Rayon is the enhanced access to support available through Windows XP Remote Assistance. "Our partners are smart people, but their expertise is not in technology, and I was reminded of this not long ago when we were trying to set up some third-party Web-conferencing software," he explains. "Even with my help, it took about two hours to get several partners up and running. But I feel pretty strongly that if I'd had Remote Assistance at the time, I could have prepared them to use the software in about 15 minutes." Such a gain in productivity, he adds, would benefit not only the partners trying to join the Web conference, but also the others who were already participating.

### **Collaboration and Mobility Help in Reaching Customers**

Jay-Rayon believes that still another productivity advantage for DPI partners will come through the enhanced collaboration capabilities of Windows XP and the Office XP desktop productivity suite—in particular, the products' support for sophisticated and automatic revision tracking. "We do a huge volume of collaborative work, and we do what we can with our FTP site," he says. "But again, it's not the most transparent system for non-technical users. So we welcome technology that can make it easier to produce the marketing and delivery materials that help us to win clients and keep them."

Chief among those marketing materials are the in-person presentations that DPI has long relied on to communicate its message, even though it's only recently that the company has used Microsoft PowerPoint to create those presentations. As Jay-Rayon explains, "Before I joined DPI, the company did much of its marketing on old-fashioned overhead foils, but there was little motivation to transfer the slide production to PowerPoint because few of the partners were expert in its use." Then an interesting thing happened. "The company owner became enchanted by the product's animation capabilities and began to talk with other partners about how easy the product makes it to create new slides and upgrade old ones." The result, from Jay-Rayon's point of view? "They'll produce slide presentations more rapidly and the presentations themselves will communicate our expertise in business strategy in a way that truly engages our audience."

Moreover, those partners who implement the same Hewlett-Packard Compaq Evo N115 portable computer Jay-Rayon is using will be able to present those slide shows to customers more conveniently than ever thanks to the power-conserving ability of its AMD PowerNow! feature. "Our partners are constantly traveling to customer sites for presentations, and even when they're not in flight it's not always easy to find a power outlet," he explains. "So having a laptop with a long battery life is mandatory."

### **A Reliable and Secure Platform for a Multinational Audience**

For Jay-Rayon, the foundation of all these benefits must be a reliable computing environment, and for this he credits the Automatic Update capability of Windows XP. "Automatic download and installation of all upgrade patches will vastly improve reliability because we'll always have the latest version," he says. "This is extremely important, as the partners rarely go to the trouble to download patches themselves." Similarly, Jay-Rayon is confident that the built-in firewall of Windows XP and built-in antivirus software of the Compaq D300S and Evo N115 will provide vital security advantages that many partners do not yet enjoy. "While our Web site and FTP site are very secure, probably fewer than half of our partners maintain the level of security for their own offices that we would like," he explains. "This situation makes the Windows XP built-in

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Internet Connection Firewall, and the Norton AntiVirus\* 2002 software in the new hardware, indispensable for helping us to share information freely among the partners, which is vital for maintaining effective collaboration.”

Still other Windows XP features that Jay-Rayon believes will enhance collaboration throughout DPI are the product’s multilanguage support, essential in an organization whose partners reside on five continents and speak nearly a dozen languages, and Remote Desktop, which will make life easier for the many DPI partners who travel extensively, including Jay-Rayon, who spends more than half of his time on the road. As he points out, “Add to this the support advantages of having a standardized computing environment—including not only Windows XP and Office XP but also the new Hewlett-Packard Compaq Evo desktop and portable PCs—and I think we’ll begin to see a major improvement in our ability to work together to the long-term advantage of our company and the companies we serve.”

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Cyril Jay-Rayon  
Director of Marketing & Electronic  
Services  
Decision Processes International

Microsoft Windows XP Professional gives you the freedom to do what you want at home and at work—simply, reliably, and securely.

For more information about Microsoft Windows XP Professional, go to:  
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For more information about Decision Processes International products and services, call (800) 336-7685 (in Connecticut, (203) 454-1286) or visit the Web site at: <http://www.decisionprocesses.com/>

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