



MICROSOFT WINDOWS XP PROFESSIONAL CUSTOMER SOLUTION

GMAC Commercial Mortgage Corporation

Leading Financial-Services Company Enjoys Improvements in Support, Reliability, Performance, and Efficiency with Microsoft® Windows® XP Professional

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In a Microsoft® Windows® XP Professional deployment that will ultimately reach more than 2,000 business users worldwide, GMAC Commercial Mortgage is simplifying support, enhancing application reliability and performance, increasing the speed of remote connection, and saving resources through the efficiency of a uniform operating system. Even in the early stages of deployment, IT managers observed the time spent on support phone calls down by nearly half and the connection time for remote users down by nearly 85 percent.

Situation

GMAC Commercial Mortgage, the nation's top one-stop financial resource in the commercial real-estate industry, is a leader not only in financial services but also in information technology. "Our corporate culture is driven by an entrepreneurial philosophy, an executive-level enthusiasm for technology, and a very close working relationship between IT and business users," according to Susan Rogers, who is GMAC Commercial Mortgage's assistant vice president, information technology, Internal Operations.

To illustrate this, Rogers cites the company's embrace of paperless document management, electronic signatures, wireless networking, a wide array of handheld technology, electronic voicemail and faxing, Web-centric workflow systems, and hundreds of highly customized line-of-business applications. "If a business value is there, IT will implement," she says, pointing in particular to the company's recent move to Windows XP Professional as part of its involvement—in both the United States and Japan—in the Microsoft Joint Development Program for that product.



Solution Overview

Customer Profile

GMAC Commercial Mortgage, the nation's largest commercial mortgage banker, produced more than \$15 billion in 2000 loan commitments and is a leading approved lender for FHA, Fannie Mae, and Freddie Mac.

Business Situation

In keeping with its technology-driven culture, IT professionals at GMAC Commercial Mortgage wanted to bring the advanced capabilities of Windows XP Professional and Office XP to more than 2,000 business users worldwide.

Solution

Benefits

Vastly simplified support, improved application performance and reliability, shorter connection times, and the global efficiency of a uniform operating system

Software and Services

Microsoft® Windows® 2000 Server
--Active Directory™
Microsoft Windows NT® Server 4.0
Microsoft Windows® XP Professional
Microsoft Windows 95
Microsoft Windows 98
Microsoft Windows 2000
Microsoft Office XP
Microsoft Internet Explorer 6.0

Partners

Microsoft Consulting Services

Scenario

Line of business

Hardware

Some 3,000 client machines, 70 percent Hewlett-Packard* and Compaq* desktops and 30 percent IBM* ThinkPad* and Compaq laptops



Solution

Since May 2001, Rogers and her IT colleagues have been rolling out a fresh install of Microsoft® Windows® XP Professional (and Microsoft® Office XP) to the company's entire worldwide base of business users and their combined 3,000 desktop and laptop platforms. In roughly six weeks, Rogers and her colleagues, along with individuals from Microsoft Consulting Services, managed to test some 350 applications on Windows XP Professional. During that same period, they also inventoried and upgraded hardware and analyzed the overall deployment—Windows XP Professional, Office XP, and Internet Explorer 6.0—on individual machines.

At this rate, Rogers anticipates finishing deployment on one-third of those machines by late 2001 and on the remainder by September 2002. "This will come largely because members of our business community have actively participated in testing and implementation and because they can readily see the value in the many capabilities offered by Windows XP," she says.

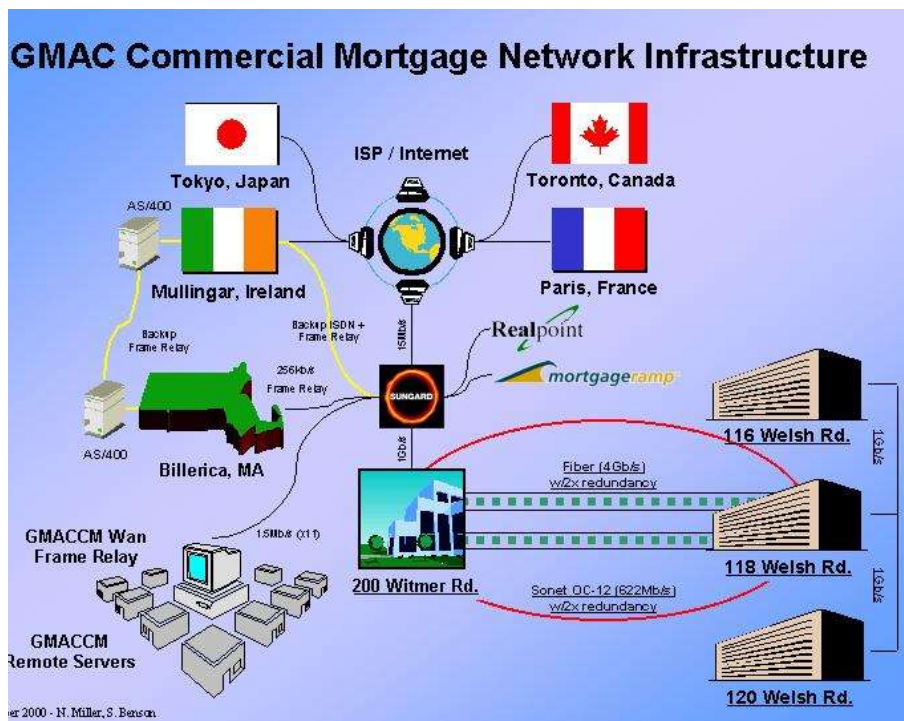


Figure 1 GMAC Commercial Mortgage relies on a worldwide network infrastructure based on both Microsoft Windows NT® Server 4.0 and Microsoft Windows 2000 Server.

Benefits

Remote Assistance Simplifies Support

One such capability in Windows XP Professional is Remote Assistance, which enables a user to make his or her computer available to a support person, who can then take control of the user's computer for the purpose of resolving a problem. If the user wants to learn from the process he or she can view exactly what the support person is doing, Rogers suggests. Otherwise, the user can take care of other business and resume work at the computer once the problem is resolved.

For example, Rogers tells the story of a traveling executive who late one afternoon encountered a problem on his PC that needed resolution before a meeting with clients the next morning. "The

executive couldn't remain in his hotel room with a phone to his ear because he also had a client meeting that night—a dinner meeting," she says. "So he turned on Remote Assistance, which led a support person at the central office to begin working immediately on the problem, and when he returned from dinner later that evening, the problem was fully resolved."

Rogers says it's not just traveling executives who can benefit from Remote Assistance, but remote users in general. This is especially important at GMAC Commercial Mortgage, since up to 40 percent of all business users work at remote locations or are traveling at any given time. "In the past, such users often would need to send their computer to a support location for help in resolving a problem, but with Remote Assistance this is no longer necessary," she says. "As a result, the company eliminates the costs of shipping computers from one location to another and supplying users with temporary replacement machines."

For these reasons Rogers considers Remote Assistance an essential tool during installation, strongly supporting the company's IT philosophy of making support more easily available for both internal and remote users. "It's still early, but so far people are saying that by using Remote Assistance they can trim the time they spend in their phone calls to support by 40 percent." Remote Assistance also benefits the support professionals, she adds. "Support is a tough job, and having a tool that enables support staff to get immediate positive feedback from users can make a huge difference in morale."

The Essentials: Mobility, Performance, and Reliability

For all GMAC Commercial Mortgage employees who use a mobile computer to do their jobs, Windows XP Professional provides the valuable benefit of rapid connectivity. "My own connectivity time, for example, went from 30 seconds down to 5 seconds," Rogers says. "This is another way that Windows XP Professional supports the pro-technology culture of GMAC Commercial Mortgage and its breadth of mobile tools for users who are located remotely, traveling, or simply accessing work from home using laptops, handheld devices, and other wireless technologies."

Rogers also notes that mobile and desktop users alike are enjoying enhanced performance from the Windows XP Professional deployment. "Because of the company's emphasis on streamlining workflow and process, users go paperless as much as possible, so they routinely run a large number of applications simultaneously," she explains. "This can be taxing on Windows 95 and Windows 98, but with the enhanced multitasking capabilities of Windows XP Professional, users have the reliability and responsiveness they need for handling multiple demanding tasks at once."

Migration Technology Helps IT Staff and Users Alike

While users are enjoying the remote-support and performance capabilities of Windows XP Professional, deployment staff are taking advantage of another key feature of that operating system: the User State Migration Tool (USMT). With USMT, deployment professionals can easily capture user-state settings on every machine being installed with Windows XP Professional. "This enables the deployment team to give users the confidence that everything will be in order once the installation is complete," Rogers points out. "It also saves everyone the time and effort that would otherwise be involved in reestablishing settings and folders and ensuring that all documents are where they should be."

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Information Technology,
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USMT has become a much-valued resource at GMAC Commercial Mortgage, largely because of the entrepreneurial culture that is driving the Windows XP Professional deployment. "In IT, we do everything we can to avoid disrupting the work of our business users, which can be a challenge in our environment since we support individual departments and users in using the applications of their choice," Rogers says.

Another tool that's become essential in the deployment of Windows XP Professional at GMAC Commercial Mortgage is SharePoint™ Team Services, available through Office XP. With this technology, Rogers and her team have created a Web site showing the complete status of the migration project. "This eliminates the time and resources spent on creating and distributing status documents and gives users more control of the process by enabling them to update the site at any time," she explains.

Realizing the Efficiency of a Uniform Operating System

Still another advantage of the Windows XP Professional deployment at GMAC Commercial Mortgage is the efficiency of having thousands of desktops and laptops running a single operating system. This is most evident in terms of helpdesk and training, says Rogers. "Now, helpdesk staff can spend their time learning one operating system inside out instead of having to cover what they can in three operating systems: Windows 95, Windows 98, and Windows 2000."

An operating system that is uniform across the company also makes user training more efficient. This is especially important as GMAC Commercial Mortgage either adds new employees (who will need efficient and effective training on the corporate platform), expands what can be done with current staff, or perhaps does both. That's because growth is a hallmark of GMAC Commercial Mortgage, which in its seven-year existence has expanded its servicing portfolio 20-fold. "Growth is one thing that keep GMAC Commercial Mortgage the dynamic company that we are," Rogers explains. "The other is our embrace of sophisticated and powerful software technology, exemplified most recently by our deployment of Windows XP Professional."

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

For More Information

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