

# A CURE FOR DEPLOYMENT PAINS

Allen Technologies cuts installation time for its solution and saves up to six figures a year using Dell Deployment Services



SOLUTIONS  
• SERVICES



#### CUSTOMER PROFILE

**COUNTRY:** Austin, TX (USA)

**INDUSTRY:** Technology

**FOUNDED:** 1977

**NUMBER OF EMPLOYEES:** 50+

**WEB ADDRESS:** [www.allentek.com](http://www.allentek.com)

#### CHALLENGE

Allen Technologies needed a faster, more efficient option for deploying interactive patient care systems to hospitals. Its technical staff spent too much time on the road, increasing travel costs were cutting into the company's margins and occasional delays threatened to impact customers.

#### SOLUTION

By contracting with Dell Deployment Services to handle future customer deployments, Allen Technologies can concentrate on software development and focus on customer satisfaction while saving money.

#### BENEFITS

##### GET IT FASTER

- Faster deployment of customer solutions
- Delays on one project do not cause delays for the next project

##### RUN IT BETTER

- 7 employees previously handling customer installs reassigned to other tasks
- Improved customer satisfaction
- Up to 6 figures annual savings in combined travel and payroll costs

##### GROW IT SMARTER

- Able to serve more customers in more places



**DELL**

If you've ever spent any significant time in a hospital, chances are good that the interactive TV helped keep your spirits up, and the bedside controls made communicating with caregivers easy. Allen Technologies was a driving force in developing this technology and went on to pioneer automated networks for patient and staff education, on-demand pay television, and telephone services and interactive patient surveys.

**“EVERYTHING WENT PERFECTLY. DELL RESPONDED IN A TIMELY FASHION AND FINISHED THREE DAYS AHEAD OF SCHEDULE.”**

Gary Cowsert, CEO, Allen Technologies

Today, patients are demanding more access to their caregivers and health records than ever before. They want to be more involved in the healthcare process and interact with the hospital environment in new ways. They also want the ability to communicate their satisfaction—or dissatisfaction—to healthcare providers.

Allen Technologies has responded with the Vigo Interactive Patient Communication System, a software-as-a-service solution that facilitates a systematic, two-way flow of clinical and educational information to the point of care.

#### **COMING TO A BEDSIDE NEAR YOU**

Because communication systems like Vigo bring so many bedside benefits—such as automated, documented patient education and medication verification safeguards—hospitals are clamoring to get the latest

technology installed. The brisk demand occasionally caused delays for Allen Technologies' customers, until the company outsourced its deployments to Dell Managed Deployment Services.

Allen Technologies now has installation labor virtually on-demand. The company no longer has to choose between two unattractive alternatives: delaying installations due lack of personnel to meet schedules or over-staffing to meet peak demand periods.

“Dell's Healthcare Division approached us and said they could handle our deployments quickly and efficiently, so we could concentrate on our software,” says Gary Cowsert, CEO of Allen Technologies. “Our staff was spread pretty thin, and seven of our employees were spending just about all their time on the road, so we decided to give Dell Managed Deployment Services a try.”

#### **HOW IT WORKS**

##### **SERVICES**

- Dell Managed Deployment Services

##### **HARDWARE**

- Monitors of hospital's choice
- Pillow speakers from Anacom Medtek
- Keyboards from Anacom Medtek

##### **SOFTWARE**

- Vigo Interactive Patient Communication System

# “WITH DELL MANAGED DEPLOYMENT SERVICES, WE WILL BE SAVING UP TO SIX FIGURES A YEAR.”

Gary Cowsert, CEO, Allen Technologies

## FASTER DEPLOYMENT

The test bed, so to speak, was Santa Barbara Cottage Hospital, the largest acute-care teaching hospital between Los Angeles and San Francisco.

“Everything went perfectly,” says Cowsert. “As with any deployment, there were some issues, but Dell responded in a timely fashion, and they finished three days ahead of schedule. I was very pleased.”

The installation was completed seamlessly, even though the schedule was fluid and changed a couple of times. “The delays did concern me because Dell was all ready to go, but it turned out that Dell was very flexible,” says Cowsert. “All we had to do was give them a week’s notice that we were going to delay the project by two weeks, and it worked out very nicely.”

Dell handled the deployment in half the time it would have taken Allen Technologies to complete the installation on its own, according to Cowsert. “It would have run over a couple more weeks, because we don’t have the resources available that Dell does,” he says. “We could have done it, but it would have cost us more time because we would have had to fly employees in. Santa Barbara is a good example, because we have no

employees in that city. We just don’t have the reach. So it would have taken longer, and the hospital may not have been as happy.”

## IMPROVED CUSTOMER SATISFACTION

With Dell Managed Deployment Services handling the installation, the hospital is in capable hands. The quick deployment allows it to put patients back into rooms fast, and since Allen Technologies’ project managers no longer have to deal with installation logistics, they are able to stay focused on the hospital’s software needs.

“Our project manager for Santa Barbara can now spend his time working with the customer to make sure that the software is configured properly and that it’s meeting their needs, and showing them what else the system can do,” says Cowsert. “In the old world, he would have had to worry about the installation of the hardware part of it, and make sure that things were getting done on that side. Now, his focus is on the ultimate long-term success of that hospital.”

The quick, hassle-free installation at Santa Barbara also helped ensure timely completion of other projects down the line—and therefore the

satisfaction of future customers. “If we had a delay at Santa Barbara Cottage, not only does it impact our people, it also impacts the next project, because we would have been scheduled already to go on to the next hospital,” says Cowsert.

## SAVING UP TO SIX FIGURES A YEAR

Although faster, more efficient options for deploying interactive patient care systems was a main driver behind Allen Technologies’ use of Dell Managed Deployment Services, Cowsert quickly found the new arrangement to be cost effective.

“In the past, there were times when there wouldn’t be installations, and we’d have people ‘on the bench’ that we’d be paying but not utilizing,” he says. “Then there were times when we’d have a lot of installations and not enough people. Factor in the rising cost of travel and associated expenses, and if we had continued with our old path, it was probably going to double our T&E costs. Now we don’t need to have as many personnel, and we can reassign our staff that was previously on the road. With Dell Managed Deployment Services, we will be saving up to six figures a year, because we won’t be going back to the old feast or famine cycle.”

## **A RESPECTED TECHNOLOGY BRAND**

Allen Technologies has found that hospitals are very receptive to the Dell brand, and that partnering with Dell lends even more credibility to the company's products and installations. "Since customers are familiar with the Dell name, they know the installation will be professional and well-run," says Cowsert.

"It's a big decision for a hospital to partner with a company it has not yet worked with, so having the Dell name behind us helps tremendously," he continues. "Dell has a big presence in healthcare, so if a potential customer is looking at interactive solutions, they may already have a relationship with Dell that can provide them with hardware and support. That gives us an

edge into that hospital because we're providing a solution that runs on something that's already familiar to them."

Cowsert is confident that with Dell, he has an excellent blueprint for future deployments. "We're very excited about what Dell Managed Deployment Services is doing for our business," he concludes. "This is the way to go. I have no intention of going back to doing the deployments ourselves."

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