



## **Entisys Solutions Case Study**

Western Precooling  
Fremont, Calif.

### **Citrix-Driven Western Precooling Partners with Entisys Solutions to Optimize User Experience**

*Aiming to increase application response times for users at its headquarters and three branch locations, the company installs Citrix Branch Repeaters.*

#### **Customer Profile**

For nearly 70 years, Western Precooling has been the partner of choice for growers and shippers to get fresh, healthy produce from the field to its customers. Western Precooling's industry leadership has remained consistent, even as technology and food chain needs have changed. From top-icing, the leading precooling technology when the company started in 1942, to its HydroVac™ system, Western Precooling continues to refine and improve precooling processes and systems, leading the industry and supporting its customers in providing the best produce possible throughout the world.

#### **Business Challenge**

*CALL OUT BOX: After moving its data center from its headquarters in Fremont, Calif. to a collocated site in Sacramento, Calif., users at Western Precooling's headquarters noticed a dramatic slowdown in application response times over its Wide Area Network (WAN). Discovering that its three branch offices had always experienced delays in remotely accessing applications using Citrix XenApp virtual application delivery infrastructure via the WAN, Brian Paine, Western Precooling's Director of Information Technology, set out to find a WAN optimization solution.*

Western Precooling is headquartered in Fremont, Calif. with branch offices in Oxnard, Calif., Castroville, Calif., and Yuma, Ariz. For over a decade, the company has been leveraging Citrix as part of its application infrastructure. In 2001, Entisys Solutions began working with Western Precooling, in what started as a tactical deployment to upgrade the company's Citrix infrastructure for a few isolated users. In early 2002, this project evolved into a strategic deployment of Citrix infrastructure to support the entire organization. Today, Western Precooling uses Citrix XenApp virtual application delivery platform to manage the majority of its applications for 65 users across all offices and in the field. Western Precooling's users access their critical applications via the company's WAN using Citrix XenApp.

Since 2003, Western Precooling has also leveraged VMware's virtual platform across its entire virtualized server infrastructure. VMware was originally deployed as a local, high-availability extension of the Citrix infrastructure, and all users, including mobile device users and partners of Western Precooling, use it for application delivery with XenApp. The company also uses a VPN to support secure access to Citrix Access Gateway.

When Western Precooling relocated its data center to a co-location facility in Sacramento, Calif., employees at its Fremont headquarters noticed a dramatic slow down in the delivery of virtualized applications over its WAN. "Citrix was running much slower than usual, and our employees were



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commenting that even a simple process such as printing a document was taking much longer than it should," said Paine. "I also noticed that from an IT standpoint, it was taking more time to conduct patch management, complete software installs, and copy large files."

Due to the challenges inherent in the remote access of data and applications, Western Precooling's branch offices had always experienced delays when accessing applications over the company's WAN. Likewise, employees who traveled regularly to customer sites located in rural agricultural areas, far from high-speed network connections, had to use air cards or modems to connect to the company's Citrix XenApp application infrastructure. This too was significantly slowing access to critical applications, due to the latent network connections they were experiencing.

### **The Solution**

*CALL-OUT BOX: Western Precooling selects Citrix Branch Repeaters to speed application response times and enhance the user experience.*

In Fall 2010, Western Precooling approached Entisys Solutions about ways to optimize the WAN connecting its data center with its four offices and remote users, to support faster application delivery. "When Brian explained the challenges that Western Precooling was experiencing with application delivery, we looked at several different WAN optimization solutions," said Mike Strohl, CEO of Entisys Solutions. "We ultimately chose Citrix Branch repeaters due to the ease of implementation and solid user experience."

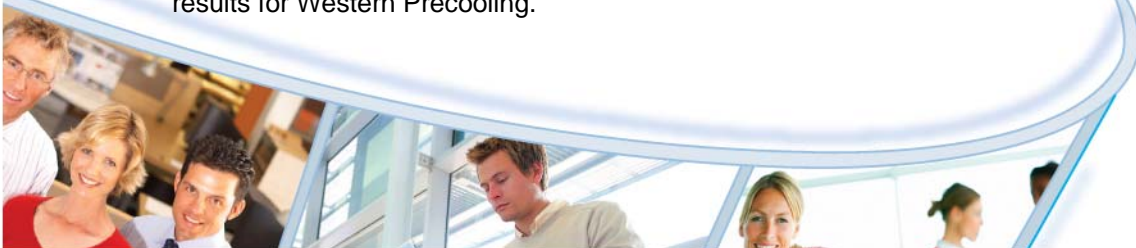
Citrix Branch Repeater solutions are designed to deliver increased WAN throughput and improved application response times for all applications. Western Precooling began the installation process of four Citrix Branch Repeaters, one for each office, in late November 2010, and completed testing of the repeaters in February 2011.

"Our long-standing partnership with Entisys, and their expertise in the deployment of Citrix-based virtualization solutions, simplified the process of choosing and implementing a WAN optimization solution," said Paine. "Over the years, Entisys has worked very hard to establish itself as an expert in data center modernization. They convinced us that Citrix Branch Repeaters were the way to go, and we couldn't be happier with the results."

### **The Result**

*CALL-OUT BOX: Almost immediately following the installation of the Citrix Branch Repeaters, Western Precooling employees noticed a dramatic improvement in the speed at which they were able to access virtualized applications over the company's WAN.*

By installing Citrix Branch Repeaters at its headquarters and branch offices, Western Precooling System achieved its objective of improving the experience of on-site and remote Citrix XenApp users through WAN optimization. "We are very pleased with the outcome of the Citrix Branch Repeater installation," said Paine. "From dramatically improving the speed of internal traffic, to accelerating patch management and printing functions, this solution has achieved outstanding results for Western Precooling."





Underlining elements to the improved user experience are the Citrix Branch Repeaters' ability to facilitate DNS and accelerate mapping for remote desktop sessions. What really sold Western Precooling on the repeaters, though, was the reaction from its users.

"After installing and fine tuning the Citrix Branch Repeaters, we took them offline for testing. We nearly had a revolt on our hands, with employees from our headquarters and branches practically begging us to put the repeaters back online. This was all the proof we needed that the solution was working," continued Paine.

### **Key Benefits**

*CALL-OUT BOX: Following the installation of the Citrix Branch Repeaters, Western Precooling experienced a decreased volume in help desk calls, faster installations and patch management, and other efficiencies which now frees up IT resources to accomplish other tasks.*

For Western Precooling, the installation of four Citrix Branch Repeaters immediately fostered improved efficiencies for the company's employees and its IT staff. For example, improved application response times have made it possible to process software installations in under a minute, when it previously took 3-4 minutes.

Other key benefits include decreased help desk call volume, and improved DNS, RDP, LDAP, RDP, CIFS, FTP, SSH and Outlook MAPI across the WAN to Western Precooling's data center, which uses a Citrix 8520 Repeater. Additionally, using the Citrix Branch Repeater 300, the company was able to install domain controllers and print servers at each site, which leverage Windows 2008 Release 2. Furthermore, the Citrix Branch Repeater plug-in makes it possible for Western Precooling to speed up external remote ICA Session connections for its "road warriors" and business partners with access resources on its systems.

Due to the reduction in bandwidth usage with the Branch Repeaters, Western Precooling has been able to help better utilize traffic such as VoIP and video that cannot be accelerated through the Branch Repeater, thus improving the overall user experience with these two essential deployments that also support organizational productivity.

With the Citrix Branch Repeaters now in place, Western Precooling has plans to complete its integration of Citrix Virtual Desktop Infrastructure (VDI), and implement more video and audio conferencing capabilities using VoIP.

"Entisys did an excellent job in helping us select and install the Citrix Branch Repeaters, which have met and exceeded the expectations of Western Precooling and our employees," continued Paine. "I would recommend Entisys to any organization wanting to implement a virtualization solution. Their extensive expertise and familiarity with Citrix and its products contributed to a fast and smooth installation."





## About Entisys Solutions, Inc.

Entisys Solutions, Inc. and its Southern California division, Agile360 are leading the way in virtualization and modernization – from the data center to the desktop – through the delivery of state of the art methodologies and broad solution offerings around Citrix Application Delivery Virtualization, VMware Virtualization, NetApp Storage Virtualization, Microsoft infrastructure and HP converged infrastructure of products. Entisys and Agile360 also offer comprehensive Professional Support Services, complementary managed services and consulting and engineering services to mid-tier and enterprise organizations as well as government agencies.

With two decades of experience, and a deep understanding of today's most advanced technologies, Entisys Solutions and Agile360 have become trusted advisors to some of the most prominent companies in California. Together, the companies hold several industry-leading distinctions including Citrix Platinum Partner, VMware Premier Partner, NetApp Platinum Partner and Microsoft Managed Partner.

Among the many awards that Entisys Solutions and Agile360 have won over the years are U.S. Western Region *Winning on Value* award from Microsoft Corp. for 2010; *Top 500 Technology Integrator* by Everything Channel for 2010; the 2009 *Western Region Partner of the Year* by Citrix Systems; and 2009 *Highest Year-over-Year Growth – West* for NetApp sales from Arrow Enterprise Computing Solutions; the 2009 *Healthcare Partner of the Year* for North American by Citrix Systems; 2008 and 2009 *State & Local Partner of the Year* for North America by Citrix Systems; *Top North American Reseller Partner for the Citrix Application Networking Group (ANG)* in 2007; *2007 Citrix Partner of the Year*, *Top Performing Citrix Solution Advisor Partner* for North American sales and revenue influence for Citrix XenServer™ and Citrix Desktop™ virtualization software solutions; runner-up for *Citrix Solution Provider of the Year in North America in 2006*; and, *VMware Market Maker – Americas Region* – for 2005 and 2006.

The corporate headquarters for Entisys Solutions are located in Concord, Calif. Agile360 has offices in Irvine, Calif. and Pasadena, Calif. For more information, visit [www.entisys.com](http://www.entisys.com) or [www.agile360.com](http://www.agile360.com), or call 1-877-ENTISYS (877-368-4797).



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