



CASE STUDY

Phillips-Van Heusen Corporation

Microsoft Business Desktop Deployment (BDD) Engagement

Microsoft Gold Certified Partner The Henson Group, Inc. (THG) leveraged Business Desktop Deployment (BDD) tools and techniques to develop a methodology for mass deployment and management of Microsoft Windows XP, Office 2003, and other technologies.

BUSINESS SITUATION

Phillips-Van Heusen Corp. ("PVH") is one of the world's largest apparel companies. It owns and markets the Calvin Klein brand worldwide. It is the world's largest shirt and neckwear company and markets a variety of goods under its own brands, Van Heusen, Calvin Klein, IZOD, ARROW, Bass and G.H. Bass & Co., and its licensed brands Geoffrey Beene, Kenneth Cole New York, Kenneth Cole Reaction, unlisted, A Kenneth Cole Production, BCBG Max Azria, BCBG Attitude, MICHAEL Michael Kors, Sean John, CHAPS, Donald J. Trump Signature Collection, JOE Joseph Abboud, Tommy Hilfiger, DKNY, and Perry Ellis Portfolio.

When PVH was planning to migrate its environment to Microsoft Windows XP, running Microsoft Office 2003, the company first approached Microsoft to provide instructions and advice on the latest advancements in desktop deployment techniques.

"Because PVH runs a limited support staff, they wanted to take this opportunity to do more than just manually manage this upgrade," says Mike Baiano, THG Principal Consultant and Project Lead. "They wanted to invest in the latest technology to enable them to not just upgrade with a minimum of extra resources, but leverage tools to automate as much of the process as possible, including managing the desktop environment moving forward."

This included a global infrastructure established to accommodate more than 2,400 users, spread across several US and international locations, including Hong Kong, Milan, and others.

"But first, we faced many challenges, including multiple hardware platforms, the need to develop and test multiple desktop images to accommodate various business functions, and the fact that they did not have packaging expertise in-house," Baiano explains.

("Software Packaging" is the process by which software is configured to be deployed to hundreds, if not thousands of users at a time. Variations for different business units and system configurations can make it a more complex process.)

Based on its experience and reputation as a "Go To" Partner for desktop deployment engagements, The Henson Group was tapped by Microsoft to provide PVH with a customized Business Desktop Development (BDD) workshop for this premier client, which ultimately led to a full engagement.

THG currently offers a Microsoft Management Technologies Practice designed to provide expert-level services focused on the application of a core set of Microsoft technology products for managing Windows systems and infrastructures. This practice area focuses on core technologies



such as MOM and SMS and specializes in leveraging them to optimize business desktop deployments to ensure the highest ROI for clients committed to the Microsoft platform.

THG's Microsoft Management Technologies Practice also reflects the scope and spirit of Microsoft's Dynamic Systems Initiative (DSI) and its focus on the effective management of enterprise IT systems.

This initiative unifies hardware, software and service vendors around a software architecture that enables customers to harness the power of industry-standard hardware, and brings simplicity, automation and flexibility to IT operations. The new breed of dynamic systems enabled by this software promises to streamline IT operations and lower costs for the enterprise datacenter and make datacenter capabilities accessible to a much broader array of businesses. The unifying software architecture centers on a System Definition Model (SDM) that provides a common contract between development, deployment and operations across the IT life cycle.

The Henson Group offers Microsoft Certified Systems Engineers (MCSE), many former Microsoft employees, staffing a Desktop Deployment Practice specializing in Staging, Tuning, Testing, and Configuration Services; Planning, Architecting, Creating, Maintaining, and Testing Corporate Images; and Packaging Applications, and Provisioning Images to New Users and Machines.

Business Desktop Deployment (BDD), or deploying Microsoft Windows, Office, and other applications to client computers, is a vital task for organizations of all sizes. You can deploy desktops using several methods depending on the number of client systems involved, available infrastructure, and skill level of IT staff.

For several years now, Microsoft has been investing substantially in developing so-called zero-touch deployment technologies. Zero Touch technology is designed to significantly reduce the cost of deploying and maintaining the business desktop across an organization. The business desktop is defined as the corporate standard computing platform consisting of the Windows Operating System (OS) and core productivity applications such as Microsoft Office plus other line-of-business applications.

Essentially, zero touch technology is a collection of tools and best practices that utilize existing solutions and methodologies — including, but not limited to, Sysprep, Microsoft Systems Management Server (SMS), Microsoft SQL Server, User State Migration Tool (USMT), and the SMS OS Deployment Feature Pack for disk imaging to enable OS deployment, refresh, and desktop replacement operations with little or no user input required.

Microsoft subsequently released this technology, along with prescriptive guidance based upon deployment best practices, as the Solution Accelerator for Business Desktop Deployment (BDD SA).

“The Solution Accelerator for Business Desktop Deployment represents the collective body of knowledge, tools, and best practices distilled from deploying literally hundreds of thousands of systems by thousands of organizations around the globe of all sizes and scopes,” says THG Principal Consultant Mike Baiano, a Microsoft-trained desktop deployment specialist.

“Microsoft really listened to its customers, to understand and help alleviate their pain points around BDD with the end goal of reducing the time and cost of deployment and ensuring that organizations derive maximum benefit from their Microsoft solution,” Baiano adds. “This free but



incredibly valuable prescriptive guidance clearly demonstrates Microsoft's commitment to driving down the cost and complexity of BDD."

In very small organizations, BDD often means a hands-on, CD-based installation or purchase of systems with OEM versions of the operating system and applications already installed. In larger organizations, more advanced deployment processes and technologies can simplify and automate deployment; provide for remote configuration and management; and streamline disaster recovery.

In a larger organization, such as PVH, more advanced deployment processes and technologies can simplify and automate deployment; provide for remote configuration and management; and streamline disaster recovery.

In this scenario, human intervention can be virtually eliminated by leveraging Zero-Touch deployment methodology. By combining technologies such as Systems Management Server with the Operating System Deployment (OSD) Feature Pack, business desktop deployments, replacements, and refreshes can take minutes instead of hours and cost a hundred dollars per workstation instead of a thousand or more.

SOLUTION

The Henson Group is ranked in the top 10 US partners for desktop deployment services on Microsoft's Resource Directory (<http://directory.microsoft.com>), possesses both Microsoft's official Advanced Infrastructure Solutions Competency and the Networking Infrastructure Solutions Competency, is formally designated as a Microsoft Deployment Service Partners (DSP) in two categories (East Region and Enterprise Partner), and is a member of Microsoft's Mid-Market Desktop Deployment Program.

"Our depth of experience in this area enable us to draw on internal expertise and our relationship throughout Microsoft and the partner community to ensure we develop an optimal approach to addressing PVH's requirements," Baiano says. "This included applying a best-practice set of comprehensive guidance and tools from Microsoft to optimally deploy Windows XP and the Office system."

As with any advancement in technologies, getting the maximum benefit requires understanding the tools and technologies. BDD provides the depth of guidance and tooling to make the Windows XP/ Office system deployment process predictable and scalable. Many of the tools and guides within BDD can even be used throughout the desktop management life cycle to provision new users, maintain images, and centrally manage drivers and applications.

BDD 2007 also provides the Deployment Workbench, which enables users to build and manage multiple OS configurations, define network deployment points and network shares, inject drivers, attach language packs, and chain applications — a key consideration for PVH.

BDD even helps generate ISO and WIM images using Windows PE that can be deployed in a networked environment or using DVDs offline. BDD also alleviates much of the scripting requirements of previous BDD versions by incorporating a stand-alone task sequencer derived from System Center Configuration Manager 2007.



And, as BDD continues to offer the flexibility for Zero Touch Installation with Systems Management Server 2003 and Lite Touch Installation with minimal infrastructure requirements, The Henson Group first needed to affect an SMS 2003 deployment.

Subsequently, The Henson Group deployed the BDD 2007 infrastructure, including a development environment to develop zero-touch installation using SMS 2003 with the Operating System Deployment Feature Pack.

The Systems Management Server (SMS) 2003 Operating System Deployment Feature Pack enhances SMS by providing a customizable, centralized, and scalable way to create and deploy Windows operating system images. The following capabilities are provided by the Operating System Deployment (OSD) Feature Pack Update:

- Image capture management: Steps administrators through the process of capturing an image of a reference computer in the new Microsoft Windows Imaging (WIM) format.
- OS package management: Customizes and manages the settings for individual deployments, including notifications, distribution settings, and network settings.
- User state migration: Integrates with the User State Migration Tool 2.6.1 and 3.0 to preserve user profiles when installing new OSes.
- Image deployment: Deploys OS images using the highly customizable task-based SMS 2003 infrastructure.
- Reporting: Reports on specific deployments to help troubleshoot and demonstrate deployment success.

Simultaneously, The Henson Group developed a Packaging Environment, which included the creation of Packaging Standards, while also developing multiple Windows XP images to accommodate various business units.

RESULTS

The Henson Group achieved PVH's objective of deploying an automated desktop deployment solution to manage its current Windows XP/Office upgrade, while also embedding new BDD technology to more effectively manage its desktop environment moving forward.

"PVH had some unique requirements requiring us to really work closely with key IT leaders to configure the solution more effectively deploy the business desktop to dramatically improve their deployment experience and drive costs down," Baiano says.

The Solution Accelerator for BDD, in particular, offered PVH end-to-end guidance for efficient planning, building, testing, and deploying Microsoft Windows XP Professional x64 edition, Windows XP Tablet PC Edition, and Office Professional 2003 Editions. It now helps PVH's IT professionals to realize a quick return on investment while also setting new standards for reliability, performance, security, and ease of use both now and in the future.

This solution accelerator provides proven tools and practices that now enable PVH IT professionals to:

- Create a software and hardware inventory to assist in deployment planning.
- Test applications for compatibility and mitigate the compatibility issues discovered during the process.



- Set up an initial lab environment with deployment and imaging servers.
- Customize and package applications.
- Automate desktop image creation and deployment.
- Ensure that the desktop is hardened to improve security within the environment.
- Manage processes and technologies to produce a comprehensive and integrated deployment.

PVH can now effectively and efficiently deploy desktop software to 2,500 users across multiple hardware platforms with virtually no interaction from support staff.

“Previously, this would have required a complete manual deployment, leveraging a ghost-based solution and manual installation of all software apps, which was a costly, time-consuming, heavy-touch process, which required a technician to individually address every desktop,” Baiano explains. “At a minimum, this required a minimum hour and half per machine. With an environment of 2,500 desktops, where they are now able to perform these types of activities with zero-touch and lite-touch methodologies, the reduction in costs and resources is exponential.”

And, to ensure PVH captured and retained the knowledge gained in this engagement, The Henson Group provided detailed documentation, tools, as well as an offer to extend additional services in the future to help them fully realize their deployment and systems management goals.

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