

How enterprises are streamlining with Chromebooks

Discover how four IT leaders streamlined operations, delighted customers and empowered staff by adopting Chromebooks in the workplace



The nature of enterprise is changing

The way people work is on a clear trajectory toward collaborative, decentralized workspaces that live in the cloud and encourage productivity wherever business occurs – in the field, in the office or at home.

Secure

Chromebooks have security built in at every level to provide end-to-end protection. Verified boot, malware scans and per-user encryption make Chromebooks the ideal enterprise device for delivering secure and consistent access to business applications. Automatic security updates streamlines IT operations, freeing up time for more critical tasks.

Fast

Chromebooks boot-up in seconds so end users can get to work quicker and continue working interruption-free with extended battery life. With simple out-of-the-box setup, they can be scaled across enterprise organizations in less time than traditional devices. With the addition of Chrome Enterprise licenses, IT teams can provision a Chromebook in minutes within an existing IT environment.

Shareable

Chromebooks provide a single, seamless experience for end users across multiple devices. It's easy for users to pick up where they left off because devices are synced, and work can continue offline too. Taking advantage of G Suite and Google Play Store apps, Chromebooks enable greater collaboration and productivity with lower TCO.

Read more to discover how Chromebooks are enterprise-ready and helped transform these four workplaces.



Industry: Retail

Employees: 6,000

Locations: 26

Executive Sponsor: Josh Diemert, Lead Systems Administrator

Saved \$200 per laptop in store

A brick-and-mortar retailer empowered employees, reduced paperwork and delighted its customers with the power of Chromebooks

An employee-owned and privately held business, Scheels has a long history of adapting to changing times. Founded in 1902 as a small hardware and general merchandise store, Scheels has grown into an all-sports chain with locations across 11 states.

Retaining a personal touch

Scheels knew that their personal touch and local knowledge set them apart from other sporting goods retailers. In order to continue to offer exceptional customer service, they needed a new way to streamline processes and share information quicker.

How Chrome helped

Because Scheels was already using G Suite productivity tools and Chromebits for in-store digital signage, Josh Diemert, Lead Systems Administrator at Scheels, immediately looked to Chrome for a seamless solution.

Some purchases at Scheels required background checks and large amounts of paperwork. Scheels' looked to streamline this process by equipping its Sales team with Chromebooks, which make it easy and more efficient to fill out the required forms for purchases. The technology also puts the right information at employee fingertips, helping them provide better on-the-spot advice.

The best of both worlds

Scheels took the in-store experience to a new level by leveraging technology to make shopping fun, while at the same time empowering their sales team to deliver a better quality of service.

The Chrome kiosks placed in store allow customers to order items that aren't available locally. It's the best of both worlds: hands-on advice from a local professional and access to the large inventory of an online retailer.

There have also been significant cost savings. Scheels was considering PC laptops running Windows but by choosing Chromebooks Scheels' saved \$200 per laptop at every location.

Overall, the biggest benefit has been giving customers the attention they deserve, whether by offering local information, access to a larger range of products through in-store kiosks, or making the customer workflow process easy with Chromebooks. With Chrome, employees can spend more time with customers and show them personalized customer support that helps them choose exactly the right camping gear for a first family camping trip, or the perfect sports sneaker.

Industry: Banking and Finance

Employees: 16,200

Locations: 250

Executive Sponsor: Ed Obuchowski, Senior VP, Advisor Technology Solutions

Results: IT team now spends fewer than ten hours each week managing 1,700 devices in branches across the country.

Founded in San Francisco in 1971, Charles Schwab is a bank and brokerage firm that believes in the power of investing to transform people's lives.

Rolled out 1,000 Chromebooks to 250 branches in two months

Launching an innovative, secure investment advisory service with Chromebooks as the key

The easy way to launch a new product

In 2015, Charles Schwab launched Schwab Intelligent Portfolios, an online investment advisory service that uses sophisticated computer algorithms to help clients invest smarter. It was a huge opportunity to innovate and offer clients more options for investing.

In order to launch successfully, an intuitive interface was needed that not only educated potential clients about our product, but also made it easy to sign up. Several laptops and tablets were tested that didn't quite hit the mark.

Keep it simple, securely

Ed Obuchowski, Senior VP of Advisor Technology Solutions at Charles Schwab, reached out to Google on a Friday. The following Monday, Google engineers visited Charles Schwab's engineering facility in Phoenix. By lunchtime, a solution had been devised that was quick to deploy, very easy to manage and use, and offered the high level of security that a bank demands. That solution was Chromebooks.

Charles Schwab rolled out 1,000 Chromebooks across 250 branches in less than two months. Everything worked right out of the box – the IT team could provision devices in minutes by using Chrome Enterprise to put each device in Public Session mode, so multiple clients could use the same Chrome device securely, without signing in.

Charles Schwab IT staff can implement specific settings, such as session length, which saves time on device management. They also limit session length and all data

is wiped after a client finishes. IT can also block certain websites and limit Chromebooks to the private Schwab network, so data isn't traversing public networks.

Security is Charles Schwab's biggest priority. Chromebooks' rigorous security settings ensure client data is safe. Chromebooks manage software updates automatically, so devices are always running the latest and most secure version.

Opening a Schwab Intelligent Portfolios account on a Chromebook is easy. When a client walks into a branch to learn more about automated investing, an associate hands the client a Chromebook. Within seconds, the client is guided to a Charles Schwab webpage, where they can learn about the product, complete a questionnaire and open an account. The whole process is electronic – minimizing errors and time spent on administration.

A valuable experience

Charles Schwab's partnership with Google has helped deliver on the promise to provide best-in-class client experiences with ongoing innovation. Tens of thousands of clients have opened Intelligent Portfolios accounts using Chromebooks' secure, client-friendly devices, and Charles Schwab has exceeded targets nearly every month since the devices were deployed.

Today, their IT team spends fewer than ten hours each week managing 1,700 devices in branches across the country.



Enables hundred of employees to work remotely every day

Creating a true 'virtual office' while saving taxpayer dollars with the mobility and security of Chromebooks

Industry: Government/Corrections

Employees: 2,100

Results: Mobilizing hundreds of government field employees, reduced burden on IT team.

Executive Sponsor: Phil Sellers, CIO of Georgia Department of Community Supervision

The mission of the Georgia Department of Community Supervision (DCS) is to protect and serve citizens by effectively supervising criminal offenders –approximately 200,000 probationers and 25,000 parolees across the state.

Streamlining inefficiencies

The DCS had gone through a big transition. The state had merged three different departments into the DCS, which tripled the number of DCS offices.

Because DCS staff spend most of their time driving around conducting community supervision visits, they're rarely in the office. This meant dozens of offices sat empty each day and hundreds of thousands of dollars were being wasted on rent each year. As a state government agency, efficient spending is always a top priority.

Breaking new ground

Chief Information Officer Phil Sellers decided to try something that had never been done in Georgia state government history: eliminate the majority of their offices entirely and allow hundreds of some 2,100 staff members to work remotely instead. Existing desktop computers and office applications didn't have the features to support remote workers, so an alternative was required. Google's cost-cutting, collaborative and mobile-friendly features seemed like an ideal solution. A test team began to work primarily on Chromebooks and Google Docs.

Chromebooks and G Suite played a key role in making the switch to "virtual offices" a success. 95 percent of the devices in the field are Chromebooks and Android phones, so officers working remotely can easily access the apps they need and share information with their colleagues using Google productivity tools.

Work virtually anywhere

Georgia DCS has since saved millions of dollars on rent, enterprise licensing contracts, hardware, IT support costs and employee productivity. They no longer have dedicated IT services for routine storage and email support, and their small IT staff of 35 doesn't need to roll out patches and antivirus software. If an officer closes their Chromebook or loses power, they doesn't have to worry about trying to recover lost data.

Because officers can work from anywhere, they can design their own schedules, helping them better manage their work-life balance and be more effective in the field. Since this policy has been adopted, officers are more productive, and sick leave and employee turnover has decreased.

Security concerns have also been reduced, which is crucial for a government agency. Officers no longer store data on their laptops because Chromebooks store all data in the cloud, allowing for a device to be easily wiped and replaced if stolen. Officers also use two-step authentication to access systems, which adds another layer of security.

Since working in the cloud with Google, Georgia DCS has been able to provide our officers with the tools they need to serve the communities that depend on them.



Industry: Testing and Assessment

Employees: 400

Results: Savings of \$1,600 per device compared to competitor laptops (~\$2.1m), 50-75 percent time savings.

Executive Sponsor: Nick Winnie, Infrastructure Systems Administrator, Questar

Saved \$1,600 per device

Using Chromebooks and G Suite to increase business agility

Questar Assessment have been designing and administering testing and assessment to learners of all ages and skill levels for over 40 years. Despite their years in operation, Questar's CEO has always encouraged them to think like a startup.

Startup mentality

With their business and workforce demands growing, Infrastructure Systems Administrator, Nick Winnie, needed to find a way to empower employees to collaborate and share ideas to improve our business, and help educators learn about testing techniques without outdated, clunky technology getting in the way.

Fit for use

With a fleet of Chromebooks managed through Chrome Enterprise, Questar Assessment was able to easily customize applications available to each user at setup. Security is built in with automatic updates, so devices no longer had to be updated and patched with security and antivirus software. By using Ephemeral Sessions and Kiosk mode, there's no need to wipe machines and delete files. The time spent provisioning each device was dramatically decreased from hours to just minutes.

Significant savings

Following the success of an initial test of 30 Chromebooks with G Suite, Questar Assessment has since purchased 1,200 additional Chromebooks with plans for adding to our inventory in future assessment seasons. With the deployment of Chrome OS and the use of Chrome management, coupled with G Suite, their processes became seamless and accelerated hardware deployment. Compared to other laptops they were considering, there were savings of at least \$1,600 per device, resulting in savings of over \$2.1 million – as well as 50-75 percent time savings.

The reduced learning curve, combined with faster, less-expensive provisioning processes, adds up to a justifiable investment in better technology. Chrome created a culture where employees are encouraged to collaborate on projects and work as teams. This "40-year-old startup" now has the tools for more streamlined IT processes and attentive service for their clients. As new employees are added and the business grows, they're ready for the future.

Get in touch

If you would like to discover more about how Chrome devices can transform your business operations, get in touch at

enterprise.google.com/chrome

