

Modernising client devices to drive discovery

The British Heart Foundation chooses Dell Technologies PC as a Service to maintain its research focus on heart and circulatory diseases.



Customer profile

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Adrian Billingsley

Design and Implementation Manager,
The British Heart Foundation

Business needs

The British Heart Foundation (BHF) wanted a solution that reduced the cost of running its client estate whilst also helping it complete an urgent company-wide migration to Windows 10. The solution needed to free up the IT team so they could focus on innovation, align with the BHF's corporate social responsibility (CSR) goals and provide employees with more flexible working options.

Business results

- Helps direct more resources to researching heart and circulatory diseases.
- Enables staff to work more productively.
- Supports greater flexibility around the workplace.
- Delivers a critical upgrade to Windows 10.
- Frees up the IT team to concentrate on strategy.
- Aligns IT with goal to protect the environment.

Solutions at a glance

- [Dell Technologies PC as a Service](#)
- [Dell ProDeploy Plus](#)
- [Dell ProSupport for PCs](#)
- [Dell Latitude and OptiPlex](#)
- [Dell Asset Recovery Services](#)
- [Dell Financial Services](#)

The British Heart Foundation (BHF) has a vision — creating a world free from the fear of heart and circulatory illnesses. Since it launched in 1961, the BHF has become the largest independent funder of heart and circulatory disease research in the U.K. and has raised hundreds of millions of pounds. The results have delivered real change, with the annual number of U.K. deaths from heart and circulatory diseases falling by approximately half since the nonprofit started.

The BHF is as committed to its cause as ever and is embracing technology to inform people of the illnesses it's combating and raise funds. Mary O'Callaghan, Director of Technology Engagement at the British Heart Foundation, says, "More and more people approach us online for information. We want to build tools they can use — like apps and chatbots — to engage with us and support our cause."

When the client estate is out of step with strategic goals

Everything the BHF does is grounded in maximising research support. Hence, the organisation seeks to make its entire operation, from its offices to its 750 high street charity shops across the U.K., run as well and as efficiently as possible. Yet, the BHF saw that the cost of maintaining the client estate for its 2,000-plus employees wasn't helping. The devices, many of which were 4–5 years old, were increasingly unreliable. They weren't compatible with the imminent upgrade from Windows 7 to Windows 10. Additionally, the age of the machines curtailed the opportunity for remote work because employees stayed in the office to have the end-user computing team on hand for technical problems.

The end-user computing team were consumed by break and fix duties and had little time to focus on strategic IT projects. And when a device refresh project began every three years or so, all their time was spent building and deploying the new machines. "We wanted a new way of working that fostered greater collaboration across the organisation to work smarter and drive innovation," says Adrian Billingsley, Design and Implementation Manager at the British Heart Foundation.



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What a change in thinking can do

The BHF engaged with Dell Technologies to find a solution. The Dell Technologies team proposed PC as a Service (PCaaS) to ensure the BHF gained secure, high performing client devices to reduce the risk and gain the maximum benefit from a Windows 10 migration.

After a series of sessions to go through PCaaS in detail, the BHF stakeholders felt they had a solution that gave them the latest technology to support more flexible working, creating happier users. Billingsley says, “Moving to Dell PCaaS meant that budgeting would be simpler. And we would gain a great service wrap, allowing support teams to focus on other areas.”

Getting the business focus back on track

With Dell Technologies PCaaS, the BHF can now ensure that as many resources as possible go to supporting medical research. By upgrading all staff to the latest Dell machines and bundling support as part of the package, the BHF reduces costs around break and fix. What’s more, by moving from a CapEx spending model to an OpEx version, the customer can adjust spending up and down with its needs. “We bring in devices with PCaaS when we need to and remove devices when the need is no longer there,” says Billingsley.

The BHF can budget more effectively by accurately predicting its spend on client devices. O’Callaghan adds, “We also have certainty around our stocks and being able to meet the needs of staff.”

Increasing productivity and helping attract talent

With the PCaaS solution now in play, employees are working more efficiently than ever using Dell Latitude and OptiPlex devices with Intel technology. “They have the latest Dell devices with Intel processors and tools like Microsoft Teams to work much more collaboratively,” says O’Callaghan.

By offering personnel these devices and tools, the BHF is better equipped to attract and retain its talent. Comments O’Callaghan, “We’re getting some great feedback from staff, who are using the new Dell PCs in our stores. It makes a big difference to them to be able to use the collaboration and volunteer management tools available through the software upgrade.”

Feedback has been positive, especially when Dell devices need attention. Billingsley explains, “The Dell Technologies Services team simply come in and work on the device or order a replacement, minimising any disruption.”

Furthermore, the end-user computing team have round-the-clock visibility on the Dell devices across the organisation with Absolute Track software. It keeps a record of the different combinations of devices and software that employees use and the health of the client estate, including any devices that are lost. If the team then needs to order a replacement or machine part, it can do so through the Dell TechDirect portal.

Offering secure, flexible working options

Employees have greater flexibility to work from home, thanks to ProDeploy Plus. Depending on employees’ preferences, Dell Technologies Services engineers offer a tailored service.

The engineers ensure the machines are delivered with the correct Windows 10 software image for each employee’s work persona. They also put security settings in place so staff can safely work from the stores without putting the network at risk. “Dell Technologies Services engineers launch the machines, make sure they’re running well and take out the old ones. It’s totally flexible,” says Billingsley.



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In addition to office delivery, Dell Technologies Services engineers are helping the BHF roll out Dell PCs running Windows 10 to the hundreds of the BHF's stores. “We're delivering two PCs per store in just an eight-week window with Dell ProDeploy Plus,” comments Billingsley.

Making innovation the priority, not troubleshooting

The need for replacement devices is falling thanks to the newness and reliability of the machines and Dell Technologies ProSupport Plus for PCs. Using the solution's SupportAssist AI technology, the end-user computing team at the BHF can detect performance issues early before they impact staff productivity. And because performance alerts go to Dell Technologies automatically, the team have peace of mind knowing that the Dell Technologies Services engineers will already be working on a solution, and will travel to users' homes if required. “With PCaaS, we can focus our time on innovation and business change programmes for the future of the BHF,” says Billingsley.

Staying true to corporate social responsibility

The full impact of PCaaS goes beyond IT because the solution is helping the BHF meet its commitment to protect the environment. The customer knows that Dell will recover old client devices and reuse them, refurbishing and reselling up to 95% via a closed-loop process. O'Callaghan says, “Corporate social responsibility is really important to our strategy. For us, one of the biggest benefits of PCaaS is that Dell responsibly recycles old machines.”

Billingsley concludes, “We don't need to worry about secure data destruction because it's part of the PCaaS solution. And we know that Dell Asset Recovery Services will dispose of our devices efficiently and ethically.”

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