

National building industry services company achieves status as “Great Place to Work” with the help of modern IT

Burbank Group improves employee satisfaction and productivity with Dell APEX PC-as-a-Service.

Business needs

Burbank Group sought to modernize its IT systems to allow staff to work more efficiently, reliably, and securely, freeing up IT to focus on core tasks. The company was looking for a sustainable solution that allowed it to refresh devices regularly and efficiently, while simplifying device management and disposal.

Business results



Awarded status as a “Great Place to Work”.



Delivers work-from-home capabilities with Dell devices.



Reduces IT support tickets by 20%.



Cuts time to carry out core tasks by 15%.



Disposes old desktop devices sustainably in less time.

Solutions at a glance

- [Dell APEX PC-as-a-Service](#)
- [Dell Latitude laptops](#)
- [Dell Precision workstations](#)
- [Dell VxRail appliances](#)

Australia-based Burbank Group is made up of several companies, including a national home-building company, land development company, licensed electrical and plumbing businesses, and a finance brokerage arm. The group provides its customers with a range of building industry services, from design and construction to repair and maintenance.

Aging devices caused reliability issues

Historically, client devices at Burbank Group lasted five to six years before its IT team retired and disposed of them. Devices varied in age, with older machines often suffering performance and reliability issues because of the demands of the latest software.

To replace old machines, the IT team had to negotiate with third parties for the safe and sustainable disposal of the aging technology. Burbank Group sought to modernize its devices to improve employee experience, simplify device management, and optimize IT spend.

Provides the latest generation of devices

To achieve its goals, Burbank Group adopted Dell APEX PC-as-a-Service (PCaaS). Dell APEX PCaaS enabled Burbank Group to adopt a regular, planned refresh cycle, guaranteeing that staff had the current technology while IT spend remained on budget with a fixed monthly fee per user. The group also had experience implementing Dell VxRail appliances through a financing agreement with Dell Financial Services. Amir Rohani, ICT Infrastructure Manager at Burbank Group says, "We value the simplicity of Dell APEX PCaaS and how it allows us to refresh old devices regularly."

Makes work-from-home a success

Employees were able to choose devices that supported the kind of work they did every day. Office-based executives who needed to bring their devices into meetings and salespeople in the field selected the latest Latitude laptops, while designers opted for Precision workstations. Mr. Rohani says, "The speed of Dell Technologies device delivery supported our work-from-home strategy. Plus, with the latest devices, we know the machines are running at peak performance with strong device security."

“90 percent of employees have credited Burbank Group's great workplace culture to the use of Dell devices.”

Amir Rohani
ICT Infrastructure Manager, Burbank Group

A Great Place to Work

Burbank Group's commitment to providing the latest technology is evident in its adoption of Dell APEX PCaaS, which has contributed to staff retention. Recent results from the "Great Place to Work" survey revealed that employee satisfaction is at an all-time high, with the group's dedication to providing up-to-date technology being a significant factor. Mr. Rohani says, "90 percent of employees have credited Burbank Group's great workplace."

Reduces IT support tickets by 15–20%

The improved performance of the group's workplace tools has led to a more productive workforce, with personnel reporting fewer distractions and better focus on their tasks. According to the Burbank Group's IT help desk, the number of IT support tickets has decreased by 15–20% due to the implementation of new Dell devices. "We've freed up 10–15% of the IT team's time, allowing them to concentrate on core projects such as network security," Mr. Rohani comments.

2–3 days of work saved on device disposal

Dell APEX PCaaS provides end-of-term flexibility for clients. Burbank Group opted to return its old devices to Dell Financial Services and upgrade to new models as part of this program. These old devices are sustainably recycled, refurbished and remarketed. As a result, Burbank Group is not only able to upgrade to the latest technology but also contributes to environmental conservation efforts. Mr. Rohani concludes, "With Dell APEX PCaaS taking care of our old machines, we will save two to three days of work while ensuring that IT contributes to Burbank's sustainability goals."

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