

# GEARING UP FOR GROWTH, GIVING REMOTE STAFF A LIFT

Lifting Gear Hire boosts IT efficiency, cuts costs and supports fast growth with integrated Dell EMC solutions



**Lifting Gear Hire**  
Lifting Equipment Rental Specialists

Construction | United States

## Business needs

Lifting Gear Hire needed to update its IT environment and give remote employees reliable tools to keep pace with rapid growth.

## Solutions at a glance

### Client Solutions

- Dell EMC Latitude 5000 laptops
- Dell EMC OptiPlex 5000 Series desktops

### Data Center

- Dell EMC PowerEdge servers
- Dell EMC SC4020 storage arrays
- Dell EMC EqualLogic PS6100E array
- VMware virtualization software

### Services

- Dell EMC ProSupport Plus for Enterprise
- Dell EMC SupportAssist

## Business results

- Gives remote salespeople reliable, flexible laptops
- Provides corporate users with reliable desktops
- Supports business growth with increased efficiency
- Migrates servers in hours instead of days
- Avoids thousands of dollars in annual server maintenance costs

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**Mike Kott**  
System Administrator, Lifting Gear Hire

Lifting Gear Hire (LGH) is a company on the rise. The organization, which rents hoisting and rigging equipment to customers across North America, is in the midst of rapid business growth that shows no signs of slowing down. “We had eight warehouses 10 years ago, and now we have 23 locations in the United States and Canada,” says Mike Kott, a system administrator for the company. “Construction is driving this growth. A lot of the equipment we rent out would be too costly to maintain for construction companies, so more of them are now relying on rentals.”

To keep pace with its growth, LGH realized it needed a better, more reliable IT infrastructure. “We have three people on our IT team along with five programmers, and as we’ve grown it’s become more difficult to manage our technology,” Kott says. “We wanted to simplify our IT environment while adding more capacity.” LGH also needed to ensure that its growing remote workforce had the best tools to do their jobs. He says, “As we add more sales representatives, we need to give them laptops they can depend on so they can always access customer LGH information in the field.”

## Deploying an end-to-end Dell EMC solution

LGH decided to standardize on Dell EMC solutions to help support its growth. “At one time, we were using HP servers and switches, but we weren’t really getting the support we needed,” says Kott. “We chose to move to Dell EMC because the equipment is reliable, the support is good and there’s a wide variety of choice for desktops, laptops, servers and storage.”

In its primary data center, LGH implemented Dell EMC PowerEdge servers to support email and management servers, file servers, and test and run customer data applications. Its software programmers use Dell EMC PowerEdge servers to test applications. LGH also uses Dell EMC OpenManage Systems Management to manage its PowerEdge servers. “That will be a big part of helping manage this whole network,” says Kott. The company also uses Dell EMC SC4020 storage arrays for 27 terabytes of company data, and a Dell EMC EqualLogic PS6100E array for redundant storage. To support its sales representatives,

LGH uses Dell Latitude 5000 Series laptops and Dell EMC OptiPlex 5000 Series desktops. In addition, the organization takes advantage of Dell EMC ProSupport Plus and Dell EMC SupportAssist for additional technical support for its servers, storage and laptops.

## Ensuring reliability and flexibility for remote sales reps

LGH sales representatives now have more dependable equipment for use on the road. “Laptops are critical tools our sales reps need to do their jobs every day, and the Dell Latitude 5000 Series laptops are reliable and rugged, so our reps can better serve our customers,” says Kott. “That means our employees can do their jobs more easily, whether it’s contacting customers or entering sales orders. And they have the flexibility to do their work from anywhere — sitting in a hotel or in our offices.”

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# Driving efficiency through simplified IT management

The LGH IT team is operating more efficiently because of the new solution's capabilities. "We have greatly simplified IT operations with the Dell EMC solutions we've implemented. Everything in IT is much easier now, and that makes it easier for us to support our fast growth," Kott says. "For example, using Dell EMC VMware, I was recently able to migrate a dozen servers to other hosts in four hours, compared to the days it would have taken before. And there was no downtime for our end users."

## Saving thousands of dollars

Using its new VMware-based virtualized environment, LGH is driving down data center costs. "We have 36 virtual machines performing various tasks, and if we didn't have VMware, we would have to purchase and manage 36 standalone physical servers," says Kott. "Each server could be up to \$10,000, so we avoid some very high costs, and we can manage virtual machines for far less money."

## Taking advantage of proactive support

LGH is taking full advantage of Dell EMC ProSupport Plus and Dell EMC SupportAssist, which proactively alerts the company to technical issues. "Because of Dell EMC ProSupport Plus and Dell EMC SupportAssist, I have received calls or emails telling me about a problem I didn't even know I had," says Kott. "For instance, we received an

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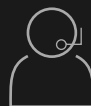
**Mike Kott**  
System Administrator, Lifting Gear Hire

email telling us we had a hard drive that was down, and the Dell EMC representative sent a new one out within four hours."

Overall, LGH is well-equipped to continue its fast growth trajectory. "Because we're more efficient and we get such strong support from Dell EMC, we have more time to focus on strategic work, instead of just putting out fires," says Kott. "That will help us continue to drive new business."



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