

## Sportsman's Warehouse

### Successful Adventures in PC Management



#### Business Needs

- Streamline the IT processes used to manage the 1,750 PCs distributed among its more than 64 stores located across the United States.

#### Solution

- LANDesk® Management Suite
- LANDesk® Patch Manager

#### Business Benefits

- Moved from inadequate, time-consuming manual patching to efficient, automated overnight patch management.
- Standardized the configuration and setup of its 1,750 computers.
- Reduced the IT personnel time required to open up new stores from three days to 1.5 days.
- Improved problem resolution times by at least 25 to 34 percent.

As the store that gets exciting adventures off to a great start, Sportsman's Warehouse promises to provide under one roof just about everything one needs for fishing, hunting, camping and other outdoor pursuits. Exclusively serving outdoor enthusiasts, the specialty retailer complements its line of top, name-brand products with a team of expert and knowledgeable sales staff comprised of hunters, fishermen, and outdoor enthusiasts. To enable these teams at its more than 64 stores across the United States to better serve customers, Sportsman's Warehouse relies on LANDesk® Management Suite and LANDesk® Patch Manager to optimize, standardize, and secure 1,750 of its back-office and point-of-sale computers.

#### Simplifying PC Patching

With retail stores spread from coast to coast and all the way up to Alaska, Sportsman's Warehouse needed a centralized way to manage all of its different locations' computers. Chief among its concerns was being able to keep all of those computers current with the latest security patches and updates.

"We had used other patching solutions in the past, but LANDesk® Patch Manager enabled us to bring our environment out of the dark ages in terms of patching," says Landon Harsh, systems analyst at Sportsman's Warehouse. "Once we test a patch on a small pool of machines and it checks out, we simply turn on auto-fix, go home for the day, and LANDesk pushes it out to the rest of our machines. From that point on, it completely automates the patching process for us. For an organization of our size, LANDesk Patch Manager makes it possible for us to address patch-related security requirements that would otherwise be impossible or unreasonably time consuming to achieve."

#### Unifying PC Environments

In addition to automating its patch management efforts, Sportsman's Warehouse uses LANDesk® Management Suite to automate distribution of software to the computers at its retail locations, as well as to push out scripts, automate tasks, and a variety of other things. For example, it used LANDesk Management Suite to push out a root certificate for its in-house certificate authority.

"Normally, running an in-house certificate authority doesn't make a lot of sense because users will keep getting warnings in their browsers about the certificates not being trusted," Landon says. "However, now that we have LANDesk Management Suite, we can issue certificates and have the root automatically pushed out and installed on all of the machines. As a result, we don't have to bother with buying public certificates for our intranet Web sites."

Sportsman's Warehouse also uses the software distribution capability in LANDesk® Management Suite to push out scripts to perform automated tasks that ensure consistency among all of its machines, such as changing settings and turning certain services on or off. "Having a unified environment is important to our business," Landon says. "When all of our desktops are the same, it simplifies management and makes it easier for our help desk to resolve problems since they have to deal with fewer variables. LANDesk Management Suite automates our ability to create a unified environment in a way that saves us money on staffing, while enabling our current employees to focus on other projects."

"Our environment has grown to nearly 2,000 PCs," Landon adds. "With the manpower we have, it would be infeasible to touch all those individual machines to make the types of setting changes that need to be made. Now we just have to write a script and let LANDesk push it out overnight. The bottom line is that LANDesk Management Suite allows us to make broad global changes in a very short amount of time. In many cases, it makes us look like miracle workers."

## Growing the Business

As a thriving retailer, Sportsman's Warehouse opens several new stores every year. In the past it took the IT team three days to set up a new store with the 20 to 25 computers it needed. The OS deployment and imaging capabilities in LANDesk® Management Suite has cut that time in half. "LANDesk Management Suite has totally changed the way we deploy a store," Landon says. "Now we just un-box the PC, PXE boot it, and run the imaging scripts designed for that store. In a matter of hours it gets all the machines imaged. So, instead of taking three days to set up a store, we've cut it down to a day and a half by using LANDesk Management Suite imaging."

## Streamlining IT Processes

To improve its help desk's ability to resolve computer problems, Sportsman's Warehouse also takes advantage of the remote control capabilities in LANDesk® Management Suite. "Remote control in LANDesk is much nicer and quicker than the solution we used to use," Harsh says. "Other solutions that we've tried are horrendously slow and bandwidth hogs. While other remote control products are 'click and wait', LANDesk is like sitting right at the computer."

Remote control in LANDesk Management Suite has also enabled the IT team at Sportsman's Warehouse to improve its relationships with end users. "Although our store personnel are experts on everything outdoors, they're not necessarily computer experts," Landon says. "Having a tool like LANDesk that allows us to take control of their PC and show them how to do things is invaluable. Also, because we can see with our own eyes what is going on with a particular computer, we can troubleshoot and resolve problems a lot faster. Since we've started using LANDesk, we've improved our problem resolution times by at least 25 to 34 percent, and for us that's a big deal."

There are a lot of other ways that Sportsman's Warehouse leverages LANDesk® solutions to improve its IT and business operations, including centralized management, inventory reporting, and more. "LANDesk Management Suite and LANDesk® Patch Manager have enabled us resolve quite a few different pain points," Landon says. "LANDesk has helped us to streamline the IT processes we use to manage the systems at all of Sportsman's Warehouse retail locations nationwide. We have seen substantial savings both in time and money using LANDesk solutions in our organization."



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— Landon Harsh  
Systems Analyst

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