

PARTNER INSIGHTS

Dienst Consulting

Region	Australia
Partner Level	Gold Citrix Solution Advisor (CSA)
Citrix Specialist Certified In	Virtualisation
Employees	30+ IT Professionals
Website	www.dienstconsulting.com



Dienst
Consulting



Alan Hodson
Founder and
Managing Director

Company Profile: Dienst Consulting

Since its inception this boutique consultancy has focused on helping its client base integrate their mobility, cloud and data needs into one streamlined IT services offering. For Dienst Consulting, it's all about ensuring the client technology stack delivers real transformation in the most secure, efficient and connected environment.

There are a myriad of challenges for the modern enterprise undertaking the transformation from a traditional technology stack to a more agile, virtual infrastructure environment. With the goal to connect the touch points of the enterprise – from applications to legacy systems, data, devices and the cloud it's one that Dienst Consulting is very familiar with.

Being headquartered in Western Australia (WA), Dienst's work is largely focused in the resource sector - oil and gas, and global mining companies. However, it also consults to state and local government, architecture and engineering firms, as well as the aged care and not for profit sectors.

"We have the word 'consulting' in our name for a reason," says Dienst Consulting's founder and managing director Alan Hodson.

"Business and strategic consulting and getting the vision right is essential to designing the best individualised customer solution. Our engagements are approached as joint projects, with success for both parties being the essential goal. It's a deliberate tactic which sees us being retained as a preferred partner."

Exciting, growth generating partnership

Having had deep involvement with Citrix since the early 2000s, Hodson saw Citrix as an obvious core partner to the business at its establishment in 2012.

The Citrix relationship is a key element in Dienst's authority to build its presence across sectors and geographies.

Being the first WA-based, Gold specialist partner was an achievement of which Dienst is rightly proud. Dienst's high level of accreditation sees it involved in planning, sales and technical sessions across the Citrix portfolio.

The Citrix/Dienst partnership is proactive and collaborative. Hodson reports the two organisations are in contact several times a week as they work on opportunities and solutions.

"Citrix is definitely partner focused and is a premium vendor. The relationships we've built with their people around the world mean we have access to the right people at the right time," said Hodson.

Citrix is proving to be a crucial contributor to Dienst's year on year growth in terms of both revenue and customer footprint.

"It's reassuring and stimulating to know a vendor like Citrix over such a long, productive time.

Citrix is very clear on its direction which means we can be confident in our client solutions. What Citrix does really well is provide flexibility to the end user and ensure a great experience. That fits right in with our goals and culture."

In the last two years, the rapid uptake in Software Defined-WAN technologies and Cloud strategy more generally is seeing Dienst's consultants committed to a number of comprehensive, multi-year customer engagements.

Flexible alliances and product strength

"Covering the three areas of Cloud, mobility and data means we can assist our customers through the spectrum of their

technology driven business strategies. Typically, our customers are relying on a mix of platforms, tools and vendors,” Hodson outlined.

“Citrix’s solutions enable flexibility for the end user to work from anywhere, from any device. Customers aren’t limited in their choice of technologies, be it a preference for a particular cloud, hypervisor or WAN provider. Citrix solutions fit around existing investments.

And they have great examples and reference architectures that we can leverage. That’s particularly effective if we’re bringing together Citrix and Microsoft in a customer engagement.”

The strategic alliance between Citrix and Microsoft generates flow-on benefits for Dienst and its customers. The potential of enterprise Office 365 deployments is boosted by the flexibility of Citrix products in terms of hypervisor and Cloud.

The changing, secure digital workplace

From a security point of view, Dienst is very active in the public Cloud space. The consultancy works closely with identity providers to build overall solutions – covering apps, data and identity security – and optimising analytics on client networks.

Connectivity is driving demand for products like Citrix SD-WAN that are delivering the best connections to applications and data.

“In the mining sector, for example, client concerns are focussed on being able to remotely control systems. As they start to look at analytics on data or internet of things, where change is continuous, it’s all about reliable, secure connectivity. That is Citrix’ absolute strength,” he said.

Citrix is also opening opportunities for Dienst in market sectors such as engineering where workload automation solutions are now available.

At the forefront of Citrix expertise

Hodson’s personal expertise includes being a Citrix certified trainer and MVP. He is the only holder of these accreditations beyond the eastern seaboard.

Dienst attracts and retains the best and brightest technologists as there is always so much to learn and put into practice. Comprehensive internal training and mentoring programs keep the consultancy at the forefront of Citrix expertise. With its expanding headcount, each intake experiences pilots and proofs of concept within Dienst’s own lab facilities. All competencies are tested before any customer engagement is undertaken so its Citrix solutions are delivered to best practice standard.

Planning for the future with Citrix solutions

Since inception Dienst Consulting has considered Citrix a core vendor in its client service offering. Each year the firm has experienced significant year-on-year growth.

“We have seen continual growth with our client base as they undertake the virtualisation journey. Citrix SD-WAN is integral to that cloud virtualisation strategy and we have added this solution to our client implementations which has increased the demand for multi-year engagements with clients.

To give you some idea of the success of our approach with Citrix solutions, we have had to double our Citrix service capability in terms of head count to meet this demand in the last two years alone,” Hodson said.

He concluded: “In fact our goal is to aim for Platinum status with Citrix and its one we are intent on reaching. It will differentiate us even further and is an important part of our future together.”

Resilient innovation at Royal Flying Doctor Service

Australia’s iconic Royal Flying Doctor Service of Australia (RFDS) is one of the largest and most comprehensive aeromedical organisations in the world. It provides 24-hour emergency and primary health care services for those living in rural, remote and regional areas of Australia.

In the last year alone the RFDS made 335,125 patient contacts via its fleet of 71 aircraft operating from 23 airbases across 7.7 million square kilometres in Australia.

Dienst Consulting works closely with the RFDS Western Operations – the section that covers all of Western Australia.

“We help the RFDS leverage technology for continuous improvement of their essential community services for their Western Operations region. As a not for profit organisation, they must justify every dollar invested and deliver results – people are counting on them. They’re open to suggestions and look to innovation to overcome the vast distances, harsh landscapes and far from ideal conditions they operate under.”

The initial engagement was a refresh project of the RFDS’ Western Operations Citrix virtual applications and desktop platform. The modernisation was to expand and optimise its IT environment to ensure its staff had high availability access to key line of business applications. A second phase of IT refresh was completed in 2019 as the RFDS evolved its broader Cloud strategy and the deployment of Citrix SD-WAN.

Up to 100 concurrent users are supported by the solution which includes Citrix Virtual Apps and Desktops, with Citrix ADC providing secure remote

access. The RFDS environment includes two data centres, plus remote sites, bases and regional locations all connected via seven Citrix SD-WAN appliances.

The network re-architecture also saw the consolidation of WAN providers. This exercise was to significantly reduce overall expenditure, increase bandwidth links, and improve visibility and user experience over those links to RFDS branches.

Benefits

Since Dienst Consultancy was recommended to RFDS Western Operations in 2015, the relationship has deepened with each step in the IT rollout. Mirrored by RFDS's drivers, this work necessitates resilience, resourcefulness, innovation and a continual striving for excellence.

"Citrix SD-WAN has literally helped me sleep at night. Citrix SD-WAN has dramatically lowered our costs and improved our robustness by providing lightning fast fail over between multiple commodity network links and network technologies," commented Rob Paterson, ICT Manager, RFDS Western Operations.

"Citrix is an important part of our infrastructure, providing our remote staff secure access to our network and applications, from our regional bases, our staff accommodation and our clinic locations."



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