



## Abstract

### Customer Profile



**Company** China Ping An Insurance Group Co., LTD.

**Industry** Insurance

**Country** China

### Solution

Citrix XenDesktop / Xenapp  
+  
Centerm thin clients

### Deployment Scale

3000+ Seats

# Case Study

## China Ping An Insurance Group Co. LTD

*Centerm has helped Ping An Insurance build an efficient and low cost call center.*

## Customer Comments

*“We have deployed totally over 3000 sets of Centerm thin clients in call centers of Shanghai new channels, Xi 'an, Guangzhou and Chengdu cities, etc. for daily operations of call center staffs. The installation and deployment is very simple and our call center business system runs stably. Besides, the maintenance work load and costs are greatly reduced and our brand influence is furtherly promoted.”*

*----- Dong Liu,*

*IT Manager of China Ping An Insurance Group Co., LTD*



Founded in 1988, with its headquarter in Shenzhen, China Ping An Insurance Group Co., LTD. (herein after referred to as China Ping An) is the first comprehensive financial services group founded in China with insurance as its core business, and securities, trusts, banking, asset management, enterprise annuity and other diversified financial business as a whole. Ranked 181 in Fortune global 500 in 2013, Ping An Insurance topped No.1 in non-state-owned enterprises in China. China Ping An has nearly 549,000 life insurance sales staffs and about 200,000 employees. As of June 30, 2013, the group's total assets has reached 3.17 trillion yuan.

### Challenges:

- ✧ In the past, Ping An used common PC solution which had many problems that the system was often infected and damaged by the virus and the application software cannot run normally. The computer maintenance department was looking for a new solution with devices running stably and efficiently. There is inconformity of IT resource use efficiency---some system storage repeatedly expands capacity while some system may still have spare space, but IT can't achieve resource sharing;
- ✧ As a benchmarking enterprise in insurance industry, Ping An pursues high efficiency & low cost operation and management.
- ✧ The new solution must well support the application demands of existing production business system.

## *Solution*

### **Components:**

Citrix virtualization solution (Xendesktop & XenApp), Centerm cloud client, Centerm cloud client management software (CCCM).

### **Application Scale:**

Totally 3000 sets of Centerm cloud client

After full test and verification, Ping An finally decided to adopt Citrix virtualization solution (Xendesktop & Xenapp) with Centerm cloud clients in its new-channel call center. All user desktops and applications are stored in the data center, and the stuffs access the business system through Centerm cloud clients.

The IT administrators manage the cloud clients with CCCM and the workload is greatly reduced with efficiency highly improved.

## *Benefits*

### **Secure and Reliable**

Unified management of virtual desktops can effectively standardize software usage on the virtual desktops

Unified upgrade of security software and virus database without user intervention and only secure intranet access allowed strengthen the safety level of the virtual desktop system;

Users have completely same experiences in virtual desktops and real desktops and can use audio and video applications in good effects.

### **Green System with low costs**

Energy conservation and emission reduced

Purchasing costs saved

Replacement costs reduced

Energy consumption reduced

Management and maintenance costs reduced