

# CASE STUDY

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## FARONICS DEEP FREEZE

AGE UK DEPLOYED **DEEP FREEZE** TO  
HELP OVER 7 MILLION PEOPLE



# ABOUT AGE UK

Age UK, is the largest charity in the United Kingdom, dedicated to the well-being of the elderly. The organization primarily provides old age care by equipping the aged with mental and physical support systems and helping them fight loneliness. One of Age UK's most active line of operation includes lending financial support and providing life-supporting products and services to senior citizens.



# CHALLENGE

Retail Shops estate of Age UK hosts a strong IT network comprising 450 computers. Retail PCs are the backbone of critical business and back-office operations. The systems were used for various purposes ranging from printing barcodes to Training and Payroll functions. Managing the volunteer network was another critical task. On the other hand, the local data load on the systems kept building up, which impacted the PC performance. While minor issues were sidestepped, downtime of over three hours a day or more for PC maintenance, severely hampered productivity of the outlets.

Addressing the rising number of IT support requests became quite unmanageable for Field Officers. The complexity of the issues only showed signs of further increase. Due to the lack of total visibility over the network, the IT staff faced issues in upgrading the systems. This was further exacerbated by the high levels of permission required, which prevented the PCs from adapting to ever-evolving technology infrastructure.

**"Our support staff and user are now confident that a simple restart of the PC is likely to fix most issues."**

**Danny Court,**  
Project Manager,  
Age UK.



**"PC swap outs became more frequent as PC issues became ever more complex over the longer life of the PCs, which meant the support was becoming more time consuming, even with a team of IT support staff and Field Officers."**

**Danny Court,**  
Project Manager,  
Age UK



# SOLUTION

Age UK needed a robust and cost-effective cloud-based solution to address the IT challenges as the situation was getting increasingly chaotic with each passing day. After careful evaluation of a few options that the market had to offer, the organization decided to opt for Deep Freeze by Faronics Corporation. The authorities at Age UK found Deep Freeze's capabilities relevant and effective in lowering the support load and Total Cost of Ownership (TCO) of the computers.

Deep Freeze incorporates the patented Reboot to Restore technology, which restores the admin-defined system configuration every time a device is restarted. It significantly reduces the burden on IT as every end-user can perform system restoration on their own with a simple reboot. The exhaustive dashboard of the software provides total visibility into the entire network of systems, enabling administrators to detect anomalies at a glance. Leveraging the power of cloud, Deep Freeze allows centralized management of the PC estate. As a result, manual intervention is minimized, thus eliminating the consequential downtime.



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# RESULTS

The Reboot to Restore technology allowed authorities to lower the permission level for users as and when it deemed necessary, since they knew that the clean state can be restored with just a restart. As a result, Age UK could ease the task of its IT staff, yet manage its strict permission-based accessibility process.

The centralized console of Deep Freeze Enterprise provided the required visibility IT were on the lookout for. The feature helped with proactive monitoring and issue redressal. Age UK's charity efforts are primarily dependent on the income from their retail shops. Installing Deep Freeze on their systems allowed them to operate at the optimal capacity. The reduced load of maintaining systems translated to reduced downtime, improving the efficiency of back office processes notably.

**"Deep Freeze has the ability to view the entire PC estate at the click of a button and also has a dashboard that helps in quickly highlighting any potential issues at a glance."**

**Danny Court,**  
Project Manager,  
Age UK.

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# BENEFITS

## Reduction in IT Service Tickets:

Deep Freeze allows the restoration of the PC's admin-defined state with a simple reboot. This naturally reduces the number of tech service requests, allowing IT professionals to focus on other critical matters of the organization.

## Non-restrictive Optimal Performance:

By restoring the clean state of the system with each restart, Deep Freeze ensures that every user gets an optimally performing system to work on. It also allows unrestricted access to users. In events of user inflicted changes, system issues are not encountered. System configuration remains constantly protected.

## Reduced malware threats:

Since Deep Freeze secures the desired configuration from all user-generated and automatic system changes, the scope of any kind of malware attack is virtually eliminated. Even if systems get affected by malware, rebooting rolls it back to the clean state.

## Cloud capability:

Deep Freeze harnesses the cloud to allow cross-geography support, allowing the organizations to have a centralized control over their entire IT infrastructure across multiple locations.



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Faronics' solutions help organizations increase the productivity of existing IT investments and lower IT operating costs. Incorporated in 1996, Faronics has offices in the USA, Canada, and the UK, as well as a global network of channel partners. Our solutions are deployed in over 150 countries worldwide, and are helping more than 30,000 customers.

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