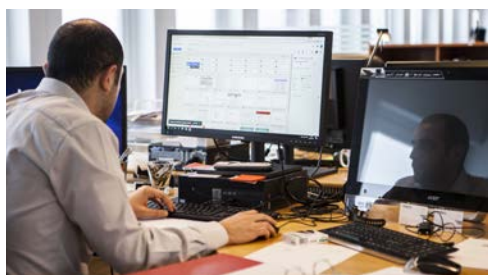


SUCCESS STORY | SEYFARTH SHAW

SEYFARTH SHAW DRAMATICALLY IMPROVES USER EXPERIENCES WITH WINDOWS 10 AND NVIDIA GRID



DRAMATICALLY IMPROVING USER EXPERIENCES WITH WINDOWS 10.



REASONS FOR NVIDIA GRID®

- > Enhance productivity for attorneys regardless of location.
- > Improve web browsing experience and speed access to the intranet.
- > Lower latency on graphics-intensive websites, document-management apps, and videos.
- > Deliver secure, mobile access to support remote work.
- > Expand VDI across the organization, leveraging true thin clients for daily VDI sessions.

INTRODUCTION:

With a global workforce of attorneys known for being client-focused and forward-thinking, Seyfarth Shaw LLP provides thoughtful, strategic, and practical legal counsel to companies and legal teams of all sizes. The firm has gained acclaim for its innovative SeyfarthLean client service model, which incorporates the core principles of Lean Six Sigma into the delivery of legal services. And for greater transparency and collaboration with its clients, the firm continues to develop new reporting and project management tools. These efforts have paid off. BTI Consulting recognized Seyfarth Shaw as “Best of the Best” for client service in its 2017 Client Service A-Team report, and Financial Times named them one of the most innovative law firms in its 2017 North American Innovative Lawyers report.

CHALLENGE STATEMENT:

With offices located in 15 cities across the globe, Seyfarth Shaw offers a national platform and an international gateway to serve its clients’ changing business and legal needs in litigation, employment, corporate, real estate, and employee benefits. As such, the firm’s attorneys need to be mobile, connected, and productive.

Prior to partnering with NVIDIA, Seyfarth Shaw deployed a Windows 7 virtual desktop infrastructure (VDI) environment; at one point, it worked well enough for casual use cases, such as completing

CUSTOMER PROFILE



Company
Seyfarth Shaw

Industry
Legal

Location
Chicago, IL

Size
900 attorneys

Website
seyfarth.com



PRODUCTS

Graphics Acceleration:

NVIDIA GRID Virtual PC (GRID vPC)

Hypervisor: Citrix XenDesktop on XenServer

GPU: NVIDIA® Tesla® M10

Server: Cisco UCS C240 M4

SUMMARY

- > Seyfarth Shaw employs 900 attorneys in 15 offices across the globe, specializing in serving its clients' changing business and legal needs in litigation, employment, corporate, real estate, and employee benefits.
- > The firm's attorneys routinely experienced poor web browsing performance and slow intranet access due to limitations with its Windows 7 VDI environment and old systems.
- > With its global workforce, Seyfarth Shaw needed to provide native desktop experiences for its attorneys, regardless of whether they were in the office, working from home, or on the road.
- > The firm rolled out a new Windows 10 VDI environment leveraging GPUs and NVIDIA GRID® to improve productivity and provide better user experiences for its attorneys.

tasks with Office 10 or handling lightweight document-management activities. However, the firm's IT department received an increasing number of complaints about the web browsing experience. "All of our employees use graphics-accelerated applications—web browsers in particular. We have a culture that expects to browse the web," said James Nixon, application support manager for Seyfarth Shaw. "Whether it's on their home computer or business desktop, we need to give them the capabilities to be productive."

In particular, employees would encounter significant lag times when conducting research on sites such as LinkedIn. This posed daily challenges, as today's websites are commonly loaded with HTML5, WebGL, Flash, and other media that render through software when not utilizing a GPU. Compounding the problem was that some employees working on older systems also experienced issues with web browsing. Upon further exploration, Nixon and his team discovered that the employees' research practices often involved leaving multiple tabs open in Internet Explorer or Chrome, which, as he said, "were just crushing" their systems.

At the same time, Seyfarth Shaw was rolling out its new adaptive intranet, which was based on Microsoft SharePoint and was more graphics-intensive than the previous version. The new intranet proved to be painfully slow in the Windows 7 VDI environment. As a user-facing resource, this made for a frustrating experience. Explained Nixon, "As soon as users logged into Windows, it would go right to the intranet to allow attorneys to get to their custom legal applications, as well as access other resources like directories. It was a huge piece that we needed to make sure performed well."

“The biggest value that NVIDIA GRID technology brings to Seyfarth is that it helps provide the most native desktop experience possible to our users, on any device.”

James Nixon
Application Support
Manager
Seyfarth Shaw

SOLUTION STATEMENT:

Nixon and his team were keenly aware of the limitations of Windows 7 and their current system's ability to support the modern web. In advance of rolling out Windows 10 VDI across the organization, Nixon read early industry reports about potential impacts that Windows 10 could have in the virtual environment. In his research, he discovered strong recommendations for rolling it out with a GPU, and that steered Nixon to NVIDIA. “We loved the transparency of having the desktop available anywhere—in the office or wherever the attorney is located, while at the same time being able to improve our security by closing down issues with not having on-premise desktops,” said Nixon.

Nixon's team decided to roll out a Windows 10 pilot with the international offices first, because they were already fully on Windows 7 and were familiar with the software-rendering issues in traditional CPU-only VDI environments. As part of the initial deployment, NVIDIA GRID K1 cards were installed, resulting in a dramatic improvement in the web browsing experience.

Nixon's team then tested it with the firm's new graphics-intensive intranet and found that, where it used to take 8–10 seconds to open up the intranet, it only took 2–3 seconds with GPUs. Said Nixon, “The intranet is the biggest user-facing technology touching the GPU as soon as you log into a virtual desktop. With our intranet's use of processor-heavy contents, such as multimedia and video, the offloading that happens to the GPU makes so much of a difference. For an end user, it's huge—especially for attorneys who may need to review financials or access one of their applications.”

Since the initial pilot, Seyfarth Shaw has upgraded to the NVIDIA Tesla M10 platform and rolled out Windows 10 across its offices. A majority of the organization's users on traditional desktops have now moved over to VDI sessions, and the impact is notable. Peak usage is at 800 concurrent users during the business day, as compared to 500 on Windows 7. In addition, the organization is at 1,800 unique users on VDI, where they're able to use true thin clients running Windows to log into VDI sessions day in and day out. “Now, our attorneys can use any device and it can be a trusted device, because we're able to block drive mapping—resulting in significantly improved security policies and a better experience for our users. And we can do all those things in the Windows 10 virtual desktop,” said Nixon. “The difference of the new VDI environment with NVIDIA GRID was dramatic. It's good news when you don't hear about a problem.”



“Whether our attorneys want to browse the web, scroll through large PDF files, use WebEx, or take advantage of video, all that is aided seamlessly. NVIDIA GRID technology is there to take on that load.”

James Nixon
Application Support
Manager
Seyfarth Shaw

RESULTS STATEMENT:

As a law firm known for its innovation and commitment to better client service, Seyfarth Shaw is also committed to providing a better experience to its attorneys. “At Seyfarth, it’s about keeping our attorneys productive. If they need to conduct web research remotely on a Mac at home or if a big storm closes down our New York and Boston offices, our attorneys have the same user experience that they would have with the physical desktop in the office,” said Nixon.

In addition, Seyfarth Shaw’s marketing department produces videos to promote news about partners and clients, as well as other informational content hosted on Microsoft SharePoint. The videos are circulated via a newsletter, so the video experience has improved thanks to the new VDI environment. The organization’s employees are also better able to watch recorded WebEx events, especially when they’re multi-tasking, as more of the processing gets offloaded by NVIDIA GPUs.

Nixon commented, “The biggest value that NVIDIA GRID technology brings to Seyfarth is that it helps provide the most native desktop experience possible to our users. It completes all the requirements... so whether our attorneys want to browse the web, scroll through large PDF files, use WebEx, or take advantage of video, all that is aided seamlessly. Whatever their habits or needs are, we can absorb them into the virtual desktop. NVIDIA GRID technology is there to take on that load.”

The organization has also seen a dramatic drop in CPU utilization after the Windows 10 deployment with NVIDIA GPUs. Nixon’s team compared the CPU utilization running with dynamic web content using NVIDIA’s codec and hardware acceleration to software rendering. The difference is significant.

In the future, Nixon and his team are looking forward to exploring more of the monitoring and management capabilities, such as right-sizing provisioning and troubleshooting bottlenecks. As for their current deployment, web browsing is no longer an issue, and that translates to a more productive environment for the firm’s attorneys to better serve their clients.

To learn more about NVIDIA virtual GPU solutions visit:
www.nvidia.com/virtualgpu

www.nvidia.com



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