



Abstract

Customer Profile



Company	Malaysia Parkson Shopping Mall
Industry	Retail
Country	Malaysia
Website	www.parkson.my

Solution

Centerm Cloud Clients C33
+ WES7
+ Local applications

Deployment Scale

Application Scenario:
Customer Service Counter

Deployment Scale:
500 units of C33



Case Study

Malaysia Parkson Shopping Mall

Centerm thin clients have helped the customer service center of Malaysia Parkson highly improved the efficiency and reduce the failure rate greatly.

Customer Comments

"Thanks to Centerm thin clients, our services have gained more and more satisfactions from our customers."

-- Mr. Asarki

Manager of Parkson's Customer Service Department

Introduction



Parkson is an Asian-based department store operator with an extensive network of 121 stores at 31 Dec.2014, spanning approximately 2.1 million sqm of retail space across cities in Malaysia, China, Vietnam, Indonesia and Myanmar.

Parkson opened its first store at Sungei Wang Plaza in 1987. Since then, new stores have been rolled out across the country at approximately 2 stores per annum over the past 27 years. The flagship store, Parkson Pavilion, was opened in 2007.

As at 31 January 2015, Parkson has 41 stores in Malaysia.

Challenge

The company was experiencing interruptions in services to their customers due to aging hardware. Their objective was to source for better hardware specifications with a smaller form-factor size. One key requirement is to ensure no moving parts in the hardware, so that the occurrence of hardware failure is minimized. And they also encountered with below problems:

- Low Deployment Efficiency
- Low maintenance efficiency
- Risks of Information security

Solution & Benefits

In order to solve those problems brought by old PCs, they finally turned to Centerm thin clients with embedded OS. After the whole deployment, they have found that they've entered a brand new office mode. And below are the many benefits they've got:

- Fan-less, ultra-low failure rate devices
 - Stable and restorable embedded OS
 - Low power Consumption, low heat emission
 - Small size devices leave a more big working space
 - Business Continuity
 - Easy maintenance
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