



# Powerful Technology Helps America's Dairy Farmers

## Discover How One Company Optimized Operations with a PC Refresh

This case study is brought to you by PC Connection, Inc., parent of the PC Connection family of companies, a collection of best-in-class information technology (IT) solutions providers. Its subsidiaries include PC Connection Sales Corporation, GovConnection, and MoreDirect, which service small- and medium-sized businesses, government, and enterprise markets, respectively.

» Based in Tulare, CA, Valley Agricultural Software (VAS) provides software to help farmers better manage their dairy operations. In 1981, two veterinarians founded VAS to develop DairyCOMP 305, a herd management software package. It combines the functionality of a spreadsheet, database, and graphics software into an integrated dairy-specific program. DairyCOMP is used to manage approximately 30% of the cows in the United States. Variants of DairyCOMP are currently in widespread use with off-the-farm consultants like veterinarians, nutritionalists, DHI techs, and AI technicians. When it came time for a computer system refresh, VAS took the opportunity to evaluate their workstation options with the assistance of PC Connection.

### At the Core of Their Business

Randy Kuntz is VP and Network Administrator at Valley Agricultural Software. He asserts, "In our line of business, we must keep high-performance computers in front of us and our employees. Having up-to-date systems is at the core of our business, so it is critical for us to keep up with changes in technology."

VAS has to stay on the cutting-edge of technology in order to remain competitive. Kuntz states, "We need employees to have the tools to do their job well, and we have to keep our technology at a high level. This is where working with PC Connection has made it easy. Our Account Manager works with us and helps us. We don't like to make things difficult or complicated. We enjoy working with people that keep things simple and flowing, and who keep us where we need to be."

### The Right Tools to Do the Job

VAS chose to refresh over 90 workstations. The vast majority of these are located in one site and the others are spread throughout six different locations. "Some of the workstations are running for up to 12 hours per day, and we have servers that run 24x7, 365 days a year," said Kuntz.

Employees who perform software support for VAS applications and software programs use the workstations. The software includes DairyComp 305, Parlor Watch, Feed Watch, and WeighRite. "These are not products that you will find in a big box store; these are proprietary programs," notes Kuntz. "We develop them, support them, and sell them within the Ag community for dairy farm management. We also use these computers to support our camera and network division."

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## The Magnitude of Feedback

It was important for Kuntz and his team to choose a system that worked well for the VAS employees. The evaluation process, and subsequent feedback, was a key factor in choosing the right workstation. "Feedback is vital. You don't want to force things upon people, because then you don't have happy employees. You want your staff happy with the technology and tools they are given—this makes for a much better experience," Kuntz noted.

VAS upgraded to Lenovo ThinkStation E30 workstations equipped with Intel® Xeon® Processors. "When you click on something, you want it right now. You don't want to be waiting, in any way shape or form, for the information you need to complete your job. As a result, you need new memory, new processors, and a new package—providing that to our employees affects everything else in a positive way."

## The Value of Teamwork

Kuntz thinks of his PC Connection Account Manager as a part of the staff at VAS. "There were three of us working together on this project, as well our Account Manager from PC Connection—I view him as an employee—so really it was the four of us collaborating to select the model of workstation that we would use."

With this strong team, the evaluation process was quick, smooth, and effective. "It wasn't very difficult at all. In less than a week's time we decided on the system we were going to run with, and we ran." VAS started with an evaluation version and worked with it until they had the necessary comfort level. Then they chose to roll out the new workstations in groups of 5–15 at a time.


## A Happy Customer

Kuntz highly rates his experience with a system refresh from PC Connection. In his words, "It has been very successful. We have accomplished what we set out to do. Our Account Manager, along with PC Connection, played a major role in the project. I would give a grade of an 'A+' for high effort. Our representative at PC Connection is comparable to having an additional employee on hand. He has been a very valuable resource. He and PC Connection are on our side, and we will continue to call on them when we need new technology."

## » Time to Let Go?

Refreshing PC technology may seem like a strange way to go about lowering TCO—but it's an idea that's rapidly gaining popularity among IT professionals. A PC refresh lowers support and maintenance demands—not to mention adding productivity and security benefits. By looking beyond the short-term costs of new hardware, it's possible to see the long-term savings that more powerful, efficient technology offers.

As your systems age, you have to do more to them in order to keep pace with your users' demands. New application deployments, service packs, and patches can drive support costs up with every year.

 If you've been putting off updating your infrastructure, now is a great time to discover what a PC refresh can do for your organization. Contact your Account Manager today for more information.

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