Connecting with consumers **worldwide**

Norstat

Empowering employees to conduct market research interviews from anywhere with a VDI powered by Lenovo ThinkSystem servers and AMD EPYC™ processors.

AMD EPYC

Lenovo

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Who is
Norstat?

Norstat is one of the leading data collectors for market research in Europe. Its mission is to deliver trustworthy data of the highest quality to enable well-informed analysis and decision-making.

Using fair and transparent data gathering methods, an extensive international panel network, and trusted relationship with respondents, Norstat provides best-in-class data about any desired topic or target group—always tailored to the specific needs of its clients.

norstat

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The
Challenge

Founded in Norway in 1997, today Norstat boasts a robust panel network of over 2 million consumers across 19 countries. Its employees have conducted more than 9 million interviews in the intervening years, and this shows no signs of slowing. Norstat continues to grow, expanding into new markets to meet demand for trusted data.

Norstat's remote workers are based all across the world—from Norway to Bulgaria to India. To enable employees to access key systems such as its Computer Assisted Telephone Interviewing Software (CATI) from anywhere, the company relies on a virtual desktop infrastructure (VDI). But availability, performance, and security issues with its existing platform prompted Norstat to reconsider its approach to VDI.

"Our VDI set-up was complex, which affected system availability and employees often had problems accessing the virtual desktops, resulting in lost hours. Our employees are based all over the world, in different time zones, so the VMs need to be available 24/7."

Lars Skjønberg
Systems Manager, Norstat

Powering up

After evaluating its options, Norstat chose to redeploy its VDI environment, selecting VMware Horizon as its new strategic VDI software platform with two Lenovo ThinkSystem SR665 servers as the back-end infrastructure.

"We have exclusively used Lenovo systems in our data center for many years," says Skjønberg. "For us, Lenovo's hardware is second to none. We worked closely with the Lenovo team to identify which server model would be the best fit for our VDI environment, and the ThinkSystem SR655 powered by AMD EPYC processors ticked all the boxes in terms of availability, performance, reliability, and cost."

Hardware
Lenovo ThinkSystem SR665 powered by AMD EPYC™ 7452 Series Processors

Software
VMware Horizon

Services
Lenovo Remote Technical Support
Lenovo YourDrive YourData

Powered by AMD EPYC™ 7452 Series Processors, the ThinkSystem SR655 server offers top single-socket server performance. Each AMD EPYC 7452 processor provides 32 cores and 128 MB L3 cache for high performance and low latency access to data—ideal for VDI workloads.

"**"I'm a big fan of AMD technology, as their CPUs deliver more cores and more performance at a lower cost."**

Lars Skjønberg
Systems Manager, Norstat

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Results

With the new VDI environment in place, availability, performance, and security problems are a thing of the past for Norstat.

"The difference is like night and day," confirms Skjønberg. "Employees never have any issues logging in, and the user experience is so much smoother and easier. It means that employees always have access to the consumer database, CATI, and other systems they need to conduct interviews and collect data—no matter where they're based or what time zone they're in."

He adds: "The performance of the Lenovo-AMD platform is excellent, and VMware Horizon enables secure remote access from any device."

✓ 9 million interviews since 1997

✓ 2 million consumers in 19 countries

✓ 10,000 projects completed per year

"Our new VDI environment based on Lenovo, AMD, and VMware technology is already delivering a good return on investment, as employees are able to work much more productively."

Lars Skjønberg
Systems Manager, Norstat

Why **Lenovo**?

Lenovo is Norstat's vendor of choice for data center systems and has been for many years.

Skjønberg elaborates: "We have a long history with Lenovo and IBM, having used their systems since 2004. We haven't had any faults in all those years, nothing has ever broken down. The build quality and durability of the hardware is outstanding, and we know that we can depend on it."

How do you give employees access to key systems around the clock?

Ensuring VDI is available 24/7, with
Lenovo and AMD technology.

Explore Lenovo ThinkSystem Solutions

Lenovo

AMD
EPYC