



## Is Your Mobile Workforce Truly, Technically Mobile?

**By T.J. Van Voorhees**

Co-Founder and General Partner, Pacific Crest Group

A year ago, we made the decision to accelerate the growth of our company. New employees meant a larger office and all of the infrastructure that comes with it. We bought furniture, phones, and a “real” copier to replace our cheap, but loved, multi-function machine. And, of course, computers: laptops, docking stations, desktops, monitors, backup drives, and more.

During this expansion, I started to think that we were doing something fundamentally wrong. As consultants, we’re not even *in* the office when we’re busy. We’re on the road, or at clients, or working from home. Why were we investing in a space that would be increasingly *empty* as we grew? There had to be a better solution for our mobile team to be truly mobile.

And there was: Microsoft’s “Terminal Server.” It provides local and remote access to all applications, data, email, and printers from one central location. In plain English, it lets everyone in our company do their work from anywhere, on almost any machine, just as successfully as they could from inside our office. When we log in to the system, we each get our own personalized desktop no matter what computer we’re using.

Since integrating Terminal Server into our daily business practices, we’ve realized many benefits:

### **Greater Access to Critical Information**

Terminal Server lets us access our shared client files, email history, and all of our business applications from any Internet connection. Some of us don’t even bother to lug laptops around any more; when we’re working at a client’s site, we simply use one of their available computers and log in to our personal desktops remotely and securely.

### **More Productive Employees**

Because we’re no longer tied to the office, our salespeople, accountants, and consultants can spend more of their time working with clients. In fact, we’ve reduced commuting and other travel time so much that our consultants can manage 30% more clients than before.

### **Better Utilization of (Smaller!) Office Space**

Since only a quarter of our team is in the office at the same time, we don’t need permanent desks for everyone. Sharing workspaces is not uncommon, but without Terminal Server, we’d have confusion and frustration when employees tried to figure out which PC was “theirs.” In contrast, our experience is totally hassle-free because Terminal Server presents everyone with their own personalized desktop no matter where they sit.

**Reduced IT Workload**

Our IT staff now only has to install, maintain, and update applications in one central location instead of dozens of individual workstations and laptops. With that time savings, they can work on projects that add greater value, such as revenue-generating client consulting.

**Lower IT Costs**

Because all application processing is performed at the Terminal Server level, our older and less robust desktops and laptops can still be used effectively. It no longer matters if they have slower processors or less disk space, since they aren't doing the heavy lifting any more. They live longer, we save money.

**Increased Security**

All of our company and client files are now backed up on a far more regular and secure basis than ever before. The data we access remotely is maintained at our central office, eliminating the need to store important or confidential files on laptops and workstations that can be stolen or lost.

Terminal Server has been so effective internally that we've now implemented it for several clients as well. When people play with remote desktop during a demo, the light bulb often snaps on and they just *get it*. Looking forward, I'm confident that we have the perfect platform to continue scaling our business. And the "platform" isn't really the technology itself anymore; it's the flexibility, efficiency, and mobility of our organization. *That's* what will help us grow in the future.

**T.J. Van Voorhees** is one of Pacific Crest Group's co-founders. He brings two decades of business experience to PCG's clients, including expertise in finance, information technology, and strategic planning. T.J. provides comprehensive and clearly defined plans that focus on measurable results. He meets regularly with the Boards of Directors for a number of surgery centers in the Bay Area as a business and financial advisor.

T.J. is also active as the CEO of McKendree's, Inc.; the CFO of Marin Ophthalmic Consultants, Inc.; the Board Chair of Stickney & Co, Inc.; the Board Chair and President of WPIA; and a member of the Finance Committee for the West Point Inn Association. Previously, he developed the infrastructure to provide Internet connectivity to a number of school districts and governmental organizations in Kansas. T.J. holds a B.S. in Applied Science and Business from University of San Francisco, and a B.S. in Geography from University of Nevada, Reno.

You can reach T.J. at (415) 461-2586 or by email at [tjvanv@pcg-services.com](mailto:tjvanv@pcg-services.com).

