

# BUILDING WITH RUGGED RELIABILITY

**Dell Latitude ATG notebooks help Brad Marshall Homes take on 25 percent more projects and complete them 20 percent faster than before**

Custom home building company Brad Marshall Homes saw clear opportunities for mobile technology to help enhance customer service and accelerate projects. “We decided to equip all of our construction superintendents with notebook computers and the latest mobile technology,” says Brad Marshall, founder and president of the company. “We wanted to help them communicate with customers and vendors, and access key documents, all without having to return to the office.”

Finding rugged computers was vital. “For our mobile team, we need notebook computers that can withstand a decent amount of abuse,” says Marshall. “Our field workers are on the go, all day—there is always the possibility that someone will drop a notebook. They’re also in environments with lots of dust and dirt. They need the most rugged notebooks available.”

## **MARSHALL SELECTS DELL ATG NOTEBOOKS FOR THEIR RUGGED CONSTRUCTION**

Marshall chose Dell™ Latitude™ ATG notebook computers for the construction-site superintendents. Equipped with Intel® Core™2 Duo processors, 1 GB of RAM, and 80 GB of storage space, the notebooks run a host of office applications on either the Microsoft® Windows® XP or Microsoft Windows Vista® OS. With shock-mounted, removable hard drives, shock-mounted LCD screens, dust- and spill-resistant keyboards, and port covers, the Latitude ATG notebook computers are built to endure challenging physical environments.

“The superintendents are walking into construction zones with these notebook computers—the environment is dirty and dusty.

When they go back to their trucks to work, they have to deal with knocks, spills, and vibrations, too,” says Marshall. “The Dell Latitude ATG notebooks provide the rugged reliability our construction-site workers need.”

The Dell Latitude notebook computers also have bright LCD screens with a special nonreflective coating that can help superintendents see the screen in outdoor settings. “The superintendents are often working outside, in bright sunlight,” says Marshall. “The LCD screens of the Dell Latitudes are bright enough to let our team continue to work wherever they are. Not all notebooks can do the same.”

## **INTEGRATED MOBILE TECHNOLOGY KEEPS MOBILE TEAM CONNECTED**

Equipped with Dell HyperConnect technology, the Dell Latitude ATG notebooks enable field workers to capitalize on mobile broadband access at construction sites and simple Wi-Fi connections in the office. “Workers can access their e-mail and tap into our project management application easily, from just about anywhere,” says Marshall. “When they return to the office, they can connect to our wireless

### **SOLUTION**

- Brad Marshall Homes selected Dell™ Latitude™ ATG notebook computers with integrated Dell HyperConnect™ mobile technology to give field workers rugged reliability with broadband and Wi-Fi® connectivity.

### **BENEFITS**

#### **Get IT Faster**

- Accelerated building projects by nearly 20 percent by improving the efficiency of processes

#### **Run IT Better**

- Increased responsiveness of field workers through mobile technology
- Handled 25 percent more projects without increasing the workforce

#### **Grow IT**

- Expanded to new geographic regions by enhancing mobility



# “THE TECHNOLOGY WAS A STRONG REASON TO CHOOSE DELL LATITUDE NOTEBOOKS. NOW WHEREVER THEY GO, OUR FIELD WORKERS CAN STAY CONNECTED.”

**Brad Marshall**, president, Brad Marshall Homes

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## **ADOPTING THE DELL PLATFORM HELPS SIMPLIFY IT**

Marshall also selected Dell desktop computers for in-house staff and Dell XPS™ 1330 notebook computers for the sales team. He has found that becoming an all-Dell shop is helping to streamline computer management and support. “Having a consistent platform simplifies IT management,” says Marshall. “Preparing the new Dell computers for employees was truly painless. And if we need service or assistance in the future, we now have a single point of contact for all of our support needs.”

## **DELL RELIABILITY HELPS MINIMIZE DOWNTIME**

Deploying Dell notebook computers has helped dramatically decrease computer downtime for the company. “In the 18 months since we started using the first Dell notebook, we have had no issues,” says Marshall. “If we encounter problems in the future, we know that Dell support will provide fast service so our productivity doesn’t suffer. With Dell, we have a Next Business Day On-Site Service plan for all our equipment so we can keep working and keep projects on schedule.”

## **MOBILE TECHNOLOGY HELPS COMPANY MANAGE 25 PERCENT MORE PROJECTS AT ONCE**

“Superintendents could previously handle only two or three projects at a time,” says Marshall. “But using the mobile technology integrated into Dell notebooks, they no longer have to run back to the office throughout the day. Now they can manage up to five jobs at once, depending on the complexity of the home.”

## **DELL TECHNOLOGY HELPS SHAVE UP TO TWO MONTHS OFF THE BUILDING PROCESS**

Dell computers are also helping the company accelerate the home building process. “By using Dell notebook computers and mobile technology, project managers can complete many tasks remotely, which significantly speeds up the entire building process. It used to take up to 12 months to finish a home. Now we often complete a project in 8 to 10 months.”

## **BRAD MARSHALL HOMES PLANS TO BUILD ON SUCCESS**

Marshall sees great potential for using Dell notebooks to expand the geographic scope of his business. “Using the mobile technology integrated into Dell notebooks, we can send field workers just about anywhere to build houses, and they will still be able to connect with the home office,” says Marshall. “With help from Dell, we’re envisioning some exciting possibilities.”

**For more information on this case study or to read additional case studies, go to [DELL.COM/CaseStudies](http://DELL.COM/CaseStudies).**



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