



# Enhanced projections for Japanese businesses

Takenaka delivers a better level of customer service through high-powered mobile workstations that cut data transfer speeds by 75 percent



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*Hideki Nagasaki, Business Manager, Takenaka Visual Solutions Unit*

## Customer profile



**TAKENAKA**

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**Company** Takenaka  
**Industry** Technology  
**Country** Japan  
**Website** [www.takenaka.co.jp](http://www.takenaka.co.jp)

## Business need

To deliver a higher quality product in a more efficient way, Takenaka wanted to improve the performance of its technology supporting staff at the Visual Solution Unit.

## Solution

The organization rolled out 60 Dell Precision 3510 mobile workstations to staff who provide projection mapping and highly graphical presentations for customers at major conferences.

## Benefits

- Greater business performance helping enhance customer satisfaction
- Better employee productivity from conference locations
- Improved responsiveness of service with data transferred four times faster
- Enhanced staff motivation through improved use of technology
- Increased mobility to remote employees delivering higher employee satisfaction

## Solutions at a glance

- **Client Solutions**

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*Hideki Nagasaki,  
Business Manager,  
Takenaka Visual Solutions Unit*

Takenaka has evolved throughout its 90-year history while never forgetting its roots. The company started producing and marketing 35mm projectors when it launched in 1926, and has since become a leader in 3D projection mapping. Among the many events Takenaka has supported was a three-day restoration ceremony near Kyoto where it projected 3D images onto the historic Himeji Castle, an exceptionally memorable event for many Japanese.

Apart from prestigious occasions such as the Himeji Castle experience, Takenaka is also well-known for providing projection mapping and graphical presentations for use at major conferences. Its Visual Solutions Unit is expert at creating everything from highly graphical displays to Microsoft PowerPoint presentations to support event organizers.

#### **The need for better support from laptops**

Despite its success, the Visual Solutions Unit had a number of IT challenges. Data transfer from staff laptops used at the conferences was slow. It could take 10 minutes to transfer a presentation of several gigabytes (GBs) of data between machines. This was a problem, because last-minute changes often had to be made to content and files. In addition, the laptops lacked the computing power to make changes to the larger files used for projection mapping. Personnel had to send the files back to the main office for colleagues to make modifications on their desktop PCs. Finally, staff reported issues regarding the stability of the machines affecting their software applications. Hiroki Yamashita, Deputy Manager of the Takenaka Visual Solutions Unit, adds, “We also found the laptops’ battery life could not keep up with long periods of use.”

#### **A detailed assessment reveals the right choice for personnel**

As soon as the existing laptops approached the end of their working

lives, Yamashita looked to replace the machines. His first thought was to approach a build-to-order (BTO) manufacturer in Japan to request a high-powered laptop running Windows 10. However, he also decided to compare the BTO solution against a client solution from a leading IT solution provider - in this instance a Dell Precision 3510 mobile workstation.

When Yamashita compared the BTO offering with a Dell Precision 3510 solution, he found the Dell machine came with much better support. The Dell’s performance and reliability also far exceeded the previous laptop solution. For example, the workstation included an Intel® Core™ i7 processor, which featured quad-core processing, increasing the number of threads from four to eight. The most crucial element to the Visual Solutions Unit was the Dell Precision workstations’ advantage over the BTO solution of guaranteed driver and software support with ISV certification. Finally, stakeholders were impressed by the AMD FirePro™ video card to support high-end graphic capabilities.

#### **Products & Services**

##### **Hardware**

Dell Precision 3510 mobile workstation with Intel® Core™ i7- processors



### Greater performance from cost-effective mobile workstations

Based on these findings, the company ordered 60 Dell Precision 3510 mobile workstations. Hideki Nagasaki, Business Manager at the Takenaka Visual Solutions Unit, says, "Performance has definitely been enhanced by the introduction of the Dell Precision 3510 mobile workstations. Failures have been drastically reduced, and customer confidence has risen. The cost of the mobile workstation is relatively low, so considering that the product will be very useful in other departments as well, we have ordered another 30 bringing the total up to 90." Now they have workstation performance and reliability for about the same price as an upgraded laptop, which does not come with the professional features of a workstation.

### More effective working for customers onsite

With the Dell workstations, the Visual Solution Unit works more efficiently onsite, and it can resolve any technical issues with projection mapping whenever they happen. Nagasaki says, "Based on the feedback from the Visual Solutions Unit, performance has improved a lot. In the case of correcting projection mapping, we can now do this onsite instead of bringing the work back to our offices to make changes."

### Improved customer satisfaction through significantly faster data speeds

The organization can deliver a better level of service to customers through the enhanced data transfer speeds of the Dell workstations. Sending files to customers and, in rare cases, to colleagues back at the office is much

quicker. According to employees, the Dell workstations can transfer files in just over two minutes when it used to take at least 10 minutes.

### Enhanced staff motivation with improved IT support

Staff also feel better supported by the Dell solution because of the stability of the workstations' performance. It gives them peace of mind and allows them to stay focused on their work, instead of trying to resolve technical issues. Staff operating on customer sites during conferences are happier because they feel they can deliver real-time solutions to the customers. They can fine-tune and make minor adjustments to projection mappings and presentations, applying their creative skills safely, knowing the Dell workstations give them the performance and stability to be at their best. Furthermore, they can function confidently in areas without easy access to power cables thanks to the long battery life of the Dell machines.

### Greater work flexibility with open door to home working

Takenaka is now developing its mobile strategy around the Dell Precision workstations. It's clear the machines can enable mobility and the capability to be a home office by giving staff the tools to work as effectively away from the office as when they are at their desks. Nagasaki says, "In our industry, working hours can be very long, so we have to look for better efficiency. Apart from this, talent acquisition and retention are also important, and we believe an important strategy is to enable work to be completed at home and sent to the office using the Dell Precision 3510 mobile workstations."



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