



## CHALLENGE

Creative Artists Agency (CAA) wanted to maximize mobile productivity for all employees by providing videoconferencing capabilities and optimizing laptop battery life.

## SOLUTION

Dell Latitude Z laptops with Intel® Core™2 Duo processors offer a sleek design, high performance, full-featured videoconferencing and multimedia capabilities, and long battery life.

## BENEFITS

- Intel Core 2 Duo processors provide the power for multimedia tasks, while long battery life helps ensure that CAA agents can keep working even when away from power sources.
- Robust, easy-to-use videoconferencing capabilities combined with Microsoft® Office Communications Server keep agents and executives connected with colleagues and contacts.
- Large 16-inch screen provides an excellent platform for high-definition video.
- Innovative Dell FaceAware™ face-recognition technology helps protect information and conserve power.

# A BLOCKBUSTER MARRIAGE OF FORM AND FUNCTION

Seeking to maximize mobile productivity, Creative Artists Agency selects the Dell™ Latitude™ Z laptop for its combination of full-featured, energy-efficient performance and elegant design.

**W**hen it was time for Creative Artists Agency (CAA) to refresh its fleet of laptops, the company wanted systems that would reflect its commitment to visual aesthetics while delivering full-featured performance.

“Just as the architectural design of our headquarters makes a statement about our work, so do our computers,” says Michael Keithley, CIO at CAA. “We want products that look great and feature a streamlined design for maximum mobility. At the same time, we need true enterprise-class machines that can ensure that our agents can communicate effectively and access information reliably, wherever they are.”

To help meet the company’s needs for form and function, the CAA IT group selected Dell Latitude Z laptops with Dell ProSupport for its mobile workforce. “The Dell Latitude Z is the first enterprise-class product that takes design and aesthetics seriously,” says Keithley. “It’s thin. It’s light. And it has a big, beautiful screen. The Latitude Z just nails it. It has pretty much everything you could want from an all-in-one mobile laptop.”

Equipped with Intel Core 2 Duo processors, the Latitude Z can deliver plenty of performance for agents’ processor-intensive multimedia tasks. At the same time, the primary battery and optional second battery help ensure that those tasks keep running when agents are away from power sources. “The battery life on the Latitude Z is amazing,” says Keithley. “It lasts twice as long as I would expect. Our agents will be able to keep working on the road without having to constantly search for power outlets.”

## FULL-FEATURED VIDEOCONFERENCING AND MULTIMEDIA

The Dell Latitude Z can provide robust videoconferencing capabilities to help CAA agents communicate effectively while traveling. The laptop can be configured with an optional two-megapixel, autofocus Webcam and built-in array microphones, and includes a microphone input jack for mobile headset connectors. “The Latitude Z is a perfect fit for our videoconferencing needs,” says Keithley. “With a high-quality camera, microphone array, and speaker system, we can have face-to-face meetings with outstanding audio and video quality. We have standardized on Microsoft Office

Communications Server [OCS] for desktop videoconferencing, and starting a videoconference is simple. With just one click, we can be on a video call with anybody who is part of our network, no matter where they are located. Latitude Z users can also join room-based videoconferences with the same one-click ease.”

CAA employees can also use the Latitude Z and Microsoft OCS for telephony, enabling them to choose the most appropriate communication method for each situation. “With the quality of the mics and speakers, the Latitude Z is a viable phone replacement,” says Keithley. “By tapping into Microsoft OCS with the Latitude Z, we can give our agents and executives a range of communications options—instant messaging, voice, and video—to enable them to serve our clients better.”

The large 16-inch LCD screen of the Latitude Z, meanwhile, will help agents review videos whether they are in the office or on the road. “As part of their jobs, many of our agents need to screen high-definition [HD] video from their computers,” says Keithley. “In the past, that task was particularly difficult while traveling—the laptops on the market did not provide sufficient screen real estate or the right aspect ratio. With a large 16-inch screen, the Latitude Z provides a great platform for screening HD video. Video looks gorgeous on that screen. More importantly, the ability to watch HD video directly from a laptop will help our agents be more productive on the road.”

## INNOVATIVE MOBILE TECHNOLOGY

CAA agents will also use the innovative Dell FaceAware software technology to help protect access to information and conserve energy. Using the optional Webcam, FaceAware scans for the user’s presence. If the user’s face is not found, the computer locks and activates the

**“The Dell Latitude Z is the first enterprise-class product that takes design and aesthetics seriously. It’s thin. It’s light. And it has a big, beautiful screen. The Latitude Z just nails it.”**

—Michael Keithley  
CIO at Creative Artists Agency  
January 2010

power-saving features of the Microsoft Windows® OS. FaceAware can be set to recognize multiple faces so laptops can be shared.

“We’ve done extensive testing with Dell FaceAware, and it works amazingly well,” says Keithley. “The software can even detect if I’ve turned my head to talk to someone so I can save energy when I’m not working directly on the computer. FaceAware will enable our agents to keep information private by locking when they walk away from their computers, and it will help them stay productive by extending the battery life of their computers while traveling.” In addition to supporting videoconferencing and face recognition, the autofocus Webcam can be used for scanning printed materials using the Dell Capture document scanner—a useful feature for traveling CAA agents.

Although most agents won’t have time to contemplate the internal components of the Latitude Z, Keithley knows that they will appreciate the advantages of solid-state drives. “The solid-state drives will help the computer boot up faster, run cooler, and produce less noise,” says Keithley. “We can also choose a model with a second drive, which gives us the option of installing a second OS or creating a backup drive to protect information. Using solid-state drives is a tremendous benefit. Once you go solid-state, you never go back.”

## ENHANCED PRODUCTIVITY ON THE ROAD

The IT group at CAA plans to make the Dell Latitude Z the new standard laptop at the company. According to Keithley, the Latitude Z will help not only enhance mobile productivity but also simplify computing back in the office. “Many agents prefer to use a laptop as their sole computer, and the Latitude Z makes that possible,” says Keithley. “The Latitude Z provides the performance for all of our agents’ tasks plus the ability to connect to peripherals wirelessly, so agents can connect to large flat-panel displays or other devices without a mess of cords. By combining a smart design with full functionality, the Latitude Z simplifies computing and will help agents stay focused on providing outstanding services to our clients.”

**MORE ONLINE**  
DELL.COM/PowerSolutions

**QUICK LINK**

Dell Latitude laptops:  
DELL.COM/Latitude