

We Are ProCX!

Remote PC Array & Citrix Virtual Desktops Implementation

## Building a Platform-Based Work-from-Home Contact Center to Enable Cost Reduction, Enhanced Security, and Workstyle Innovation

- Easily Build a Work-from-Home Contact Center through a Unified Platform
- Reducing Information Leakage Risks by Using Thin Clients to Access the Remote PC Array
- Enabling "Location-Free" Work Offers a New Option: Continuing to Work from Home



### Corporate Profile

**Company Name :**  
NTT Marketing Act ProCX, Inc.

**Head Office Address :**  
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We operate a BPO (Business Process Outsourcing) business that designs customer experience (CX) using our expertise cultivated through various customer touchpoints, including contact centers, and digital solutions. We offer customer engagement expertise developed through the NTT Group's contact center network — with 200 locations nationwide, 30,000 seats, and handling over 100 million calls annually — while maintaining community-based operations.

<https://www.nttactprocx.com/>

“No Longer Building from Scratch Each Time” —  
Streamlined and Accelerated the Setup of Remote Contact Centers,  
Highly Valued by Operators

Amid the COVID-19 pandemic, NTT Marketing Act ProCX promoted the shift to work-from-home contact center operations. Aiming to ensure security and reduce costs, the company decided to build a remote work platform. Currently, with the introduction of the Remote PC Array proposed by Panasonic IS, a clear path toward this platform is beginning to take shape. In this case, we spoke in detail about the reasons for selecting the Remote PC Array, the benefits it has brought, and the realization of location-free work.

### Challenges in Work-from-Home Contact Centers

BEFORE

#### 1 Had to rebuild the environment every time a contact center was launched.

Each time a customer contact center was launched, it was necessary to build the network and system from scratch.

#### 2 For small and medium-sized operations, the cost of system setup did not match the scale of the workload.

From PC setup (kitting) to post-deployment operations, the setup incurs significant costs. For small-scale contact centers, the cost is not justifiable.

#### 3 There are security concerns with FAT terminals, as they allow local data storage.

Since we handle customer data, security is our top priority. We prefer to use thin clients instead of FAT clients.

### How We Addressed the Issue

AFTER

#### 1 Developed a platform by leveraging the Remote PC Array

By directly deploying existing business systems onto the platform, we eliminated the need for repeated system builds and significantly improved setup efficiency.

#### 2 Shifted from individual optimization to overall optimization, absorbing the setup costs of each project.

By consolidating the contact center infrastructure into a unified platform and optimizing it company-wide, we were able to absorb individual setup costs.

#### 3 Security Guaranteed Through Citrix Virtual Desktops

By transmitting only the screen to thin clients via Citrix Virtual Desktops, local data storage is prevented—ensuring a highly secure environment.

## System administrators had to rebuild the environment every time a contact center was launched.

Could you describe the circumstances prior to engaging Panasonic IS for the system implementation?



**Yukio Yagi**  
NTT Marketing Act ProCX Co., Ltd.  
CX Solutions Management Division  
Operations Manager

### Mr. Yagi :

Our group operates over 200 contact center locations across Japan, providing contact center services to various clients. Triggered by the COVID-19 pandemic, we began serious efforts to build a work-from-home contact center environment to enable “location-free” working styles. However, we faced the challenge of not having a common platform. Each time we launched a client’s contact center, we had to build the network and system from scratch. Local system administrators at each site struggled to create work-from-home environments using ad-hoc methods tailored to the situation at hand. We wanted to break away from this “build-from-scratch-every-time” approach.

Setting up a contact center each time seems like a lot of work.

### Mr. Yagi :

Especially at small and medium-sized locations,

ongoing operations after system setup became increasingly difficult. Preparing each PC individually required a significant amount of time and effort. To address this, we developed a plan to build a common platform for work-from-home contact center environments.

## A Work-from-Home Platform Offering Significant Benefits in Cost and Security

So, you shifted from individually optimized environments to overall optimization by building a unified platform.

### Mr. Yagi :

That’s right. We consolidated the operators’ PC environments into a common platform, and then ran each client’s business systems on top of it. This not only freed us from the burden of system construction, but also delivered cost benefits. In small-scale contact centers with just a few seats—say, between 1 and 10—the setup cost often doesn’t match the workload. But with this platform, that’s no longer a concern. When building the platform, our top priority was security. After all, contact centers handle customer data. We were especially concerned about the risk of using FAT clients at home, since they allow data to be stored locally, which poses clear security concerns. That’s why we wanted to use thin client terminals—devices without storage.

We began evaluating options in October 2021, narrowing it down to three companies’ products and services. Ultimately, we chose the “Remote PC Array” by Atrust Corporation, proposed by Panasonic IS, due to its excellent balance between responsiveness and proposal quality.

### Security Ensured Regardless of Deployment Location

Could you describe the specific system configuration?

**Mr. Yagi :**

We were proposed a configuration that combines the Remote PC Array with Citrix Virtual Desktops, where only the screen is transferred to thin client terminals. The Remote PC Array is a simple system that consolidates physical resources—CPU, memory, and SSD—into a single cartridge. Since each operator accesses their own dedicated cartridge, there's no competition for server resources among users, as is often the case in virtual desktop environments. This ensures consistently stable contact center operations. And because each cartridge is configured like a physical PC, we can directly run our existing business systems on top of it, making it an ideal platform.

In addition, since only the screen is transmitted via Citrix Virtual Desktops, no data is stored on the terminal. By installing the Remote PC Array in our company's secure on-premise server room, we were able to ensure a highly robust level of security.

-You began with a small start of 30 units at one site in March 2022, added 170 units in September, and then another 100 units in January 2023. How was your experience with Panasonic IS's support?

Amid tight delivery schedules partly due to the semiconductor shortage, Panasonic IS and Ascentech committed to fast delivery and system setup. Each site had previously struggled to build contact centers, so speed was essential for the work-from-home platform. We truly appreciated their responsiveness, as well as the swift delivery and deployment. Panasonic IS consistently provides multiple solution options and has never said, "It can't be done." We highly value their ability to propose effective solutions.

### Operators have praised the system for its smooth performance and easy connectivity.

Could you share your evaluation after implementation?

**Mr. Yagi :**

First of all, since the cartridges have high base specs, operators who had been using older PCs commented that the Remote PC Array is fast. What work-from-home operators appreciate the most is how easy it is to connect to their PC environment. For example, with



**Shiori Sendo**

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VPN connections, users had to enter an ID and password, connect to the VPN, and go through several steps before they could access their work environment. In contrast, with the Remote PC Array, all they need to do is select their desktop image via Citrix Virtual Desktops to access the environment. It only takes about five minutes to teach this process to an operator. Because of its simplicity, the system has received very positive feedback from our operators.

Furthermore, for operators handling multiple contact center tasks, they used to have the hassle of taking home multiple devices. With the Remote PC Array, they can simply switch cartridges via Citrix Virtual Desktops, so there's no need for a separate terminal for each task. This has also freed us from the labor of PC kitting.

We also realized that the platform is not only useful for remote work, but also convenient for use within physical offices. For example, when expanding or downsizing operator floors and changing layouts, the Remote PC Array eliminates the need to modify network infrastructure, as it's not tied to any specific location. We believe this kind of case of usage is something we can promote as a strong example moving forward.

### We are able to assure clients of the system's strong security with confidence.

How have your clients responded?

**Mr. Yagi :**

When our field sales staff explain the work-from-home platform to clients, clarity is a key factor. In that regard, it's easy to convey the concept by simply showing the thin client terminal used to access the Remote PC Array. When clients actually hold the device, they not only feel how light it is but also quickly grasp the system's concept. Furthermore, each Remote PC Array cartridge operates independently, so in most cases, there's no need to modify the existing systems. And because there's no interference from other resources, our sales reps can confidently propose the work-from-home platform.

Another key selling point is that the system operates on-premises. Being able to confidently say, “It’s installed in our server room as part of the NTT Group,” serves as a major advantage when emphasizing the strength of our security.

### We’ve established a new option that enables continued remote work.

Lastly, could you share your future outlook and expectations?

#### Mr. Yagi :

Promoting location-free work has also brought us greater flexibility in recruitment. We already have dozens of people working from home in remote areas. Even when someone needs to relocate due to family circumstances, we’ve been able to offer the option of continuing to work from home — and that gives us a strong sense of satisfaction and purpose. There are surely many people out there who want to work remotely, so by offering location-free options that aren’t bound by physical workspaces, we believe we can make a meaningful contribution to society.

For our company as well, being able to recruit motivated individuals from all over Japan—without being limited by region—allows us to secure talent more consistently. We hope to channel that into enhancing the quality of contact center services we provide to our clients. Of course, continued support from Panasonic IS is essential to achieving this. We look forward to working together moving forward.



#### System Architecture Overview

