



## Blue Man Productions



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Peter Yagecic  
Director of Technology  
Blue Man Productions

### Key benefits

- Promotes business expansion via improved information access
- Enables flexible working for increased productivity
- Strengthens security by keeping information on the office PC
- Cuts costs by reducing need for powerful laptops

### Blue Man Productions gives GoToMyPC top billing for remote desktop access

Blue Man Productions produces Blue Man Group theatrical shows and concerts, which combine music, comedy and multimedia theatrics. All shows feature three blue-painted men and a band; the original three performers founded the company and now oversee day-to-day operations. Based in New York City with regional offices in major North American and European cities, the show has toured across South America, Europe, the U.S. and Canada.

### The Challenge: Connecting remote and mobile workers to desktop resources

Blue Man Productions, which opened in 1991 at Astor Place Theatre in New York and quickly expanded to Boston and Chicago, has seen enormous success with its long-running Las Vegas shows. While rapid growth has been great for business, it has been a challenge for IT. Adding to the difficulties of supporting a dispersed organization, in 2007 Blue Man Productions began a major expansion overseas, creating an increased need for employees to travel to remote locations. With this increasingly mobile workforce, and a myriad of details and specific production requirements, it quickly became apparent that anytime access to information and resources was vital for success.

“The Blue Man creative property is unique and we have strict standards for creative and logistical aspects of our shows,” said Peter Yagecic, director of technology. “Even if we have production partners at the location, we always send our artistic team and directors on site to be sure everything is done correctly. For our touring production, *How to be a Megastar 2.1*, we’re typically in a city only for a night or two and it doesn’t make sense to set up IT infrastructure. So we’re limited to whatever computers and connections are available.”

Never knowing what kind of network connections they would find in hotels and temporary offices, employees often complained to IT about their frustrations in trying to access corporate resources while on the road. In addition, providing laptops capable of running demanding applications needed for graphic-intensive projects was proving very costly. “Our people needed a better way to easily and securely access applications and information from anywhere in the world,” Yagecic said. “We wanted them to be able to concentrate on their work instead of struggling with IT issues in each new city.”

### Implementing GoToMyPC for remote access

Blue Man Productions implemented Citrix® GoToMyPC® in 2005 and has steadily increased its use of this Software as a Service offering. Now, up to 70 mobile and remote employees connect to their office desktops via the Internet using GoToMyPC. Yagecic said, “They have full access to the same applications and resources they would use in the office — even memory-hungry Computer-Aided Design (CAD) applications that would be difficult to run on a laptop.”

## Setting the stage for business growth

With Blue Man Productions' ambitious international growth strategy, it's vital to have fast, simple and secure access to office resources. "GoToMyPC enables people in different countries and time zones, and on different types of devices and connections, to get immediate access to their desktop and keep the lines of communication open. The fact that access isn't machine-specific on the user's end, and that any type of Internet connection is going to work, gives everyone peace of mind," he noted.

By eliminating concerns about IT, employees can concentrate on expanding the business into new geographical areas. "We're entering markets where we've never been before, such as South America and western Canada," he continued. "GoToMyPC frees up our people to familiarize themselves with these markets — the people, audiences, and local press — instead of focusing on troubles with communication. It really serves our business well to devote more time reaching out to the local community."

## Boosting productivity and satisfaction with flexible working

As the company grows, more employees are asking to work from home to achieve a better work/life balance. "We don't have a full-fledged telecommuting workforce yet, but we're heading there, and GoToMyPC is the only way we can make it possible. It's what immediately comes to mind when anyone wants to work remotely. We don't spend time worrying about how to do it — we just set up GoToMyPC," Yagecic explained.

Similarly, the Citrix Online service makes it simple for Blue Man Productions to work around potential disruptions. "One of our theaters just went through a huge renovation project and we offered employees flexible working with GoToMyPC so they could avoid demolition noise. The flexibility to move people without impacting their productivity lowers my headache level considerably."

## Lightening the laptop load

With GoToMyPC, a user's laptop no longer has to be powerful enough to run high-end software. As a result, Blue Man Productions saves the cost of providing employees with top-of-the-line computers. "Instead of lugging a 15-pound machine to run CAD software, our people can take a three-pound laptop, connect to GoToMyPC, and still be able to work in true color and at a great speed. So instead of investing in heavy, workhorse notebooks that can do everything, we can put our dollars into faster desktops for the office." Alternatively, traveling employees can connect via any computer with Internet access.

And because software is not running locally, Yagecic feels more confident about data security. "We take security very seriously. With GoToMyPC, our important information is protected in our office and there's really nothing valuable on a laptop if it's lost or stolen."

He concluded, "I love GoToMyPC. It makes it easy for our mobile employees to connect to their desktop from anywhere in the world, and relieves IT of having to set everyone up with an expensive laptop and manage an in-house VPN. This service is playing a big role in helping Blue Man Productions expand into new markets and reach new audiences."

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### About Citrix Online

Citrix Online, a division of Citrix Systems, Inc. (Nasdaq: CTXS), is a leading provider of easy-to-use, on-demand applications for remote desktop access, Web conferencing and collaboration. Its award-winning services, which are used by more than 22,000 businesses and hundreds of thousands of individual subscribers, include: Citrix® GoToMyPC® for remote PC access; Citrix® GoToAssist® for live remote support; Citrix® GoToMeeting® for online meetings; and Citrix® GoToWebinar™ for do-it-yourself Web events. Based in Santa Barbara, California, Citrix Online has offices around the world. For more information, please visit [www.citrixonline.com](http://www.citrixonline.com).

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