



## Case Study

Intel® vPro™ Processor  
Technology  
Corporate Technologies LLC



# Growing Managed Services Provider Leverages Intel® vPro™ Processor Technology To Increase Reach and Sales

## New tools drive significant growth

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Clay Ostlund  
Senior Engineer,  
Corporate Technologies

Fritz Wensel believes in taking advantage of change. And currently, he believes that the market for IT services to small and medium businesses is experiencing unprecedented change. As general manager of Corporate Technologies, an IT services company focused on businesses with up to 500 employees, he’s seen many developments over the years. “The concept of ‘managed services’ is not new,” he explains. “It’s essentially outsourcing IT for small businesses. What is new – and has our complete attention – is the level of value that can be offered with recently developed tools.” Specifically, Corporate Technologies is leveraging the new remote and proactive capabilities of PCs based on Intel® vPro™ processor technology to deliver managed services that are lower cost and more comprehensive than previously possible. “We’re using the new capabilities enabled by Intel vPro processor technology – both in PCs and in Level Platforms Managed Workplace\* – to deliver a much higher value proposition to our small business customers,” says Wensel. “This is not a minor opportunity – it’s huge. You might say our reaction to it has been substantial.”

Substantial indeed. After over 30 years in the IT business, Corporate Technologies has made a major shift to take advantage of the opportunity. Two years ago, the company branded its managed services offering as Technology Advantage\*, in which the company takes full responsibility for the customer’s IT functions. In addition, the company launched an expansion strategy to build a cross-regional presence. It now has locations in North Dakota, southern California, southwest Michigan, and Minnesota, with plans for further expansion. Clay Ostlund, senior engineer at Corporate Technologies, explains the customer dynamic: “Our typical customer has between 10 and 50 PCs,” he notes. “Increasingly, these small businesses are realizing that they can now get better IT functions at a lower cost by outsourcing. The result is a very large growth market.”



## Enabling Higher Sales and Higher Margins

The introduction of Intel vPro processor technology in 2006 was one of the key developments that drove the changes for Corporate Technologies. PCs with Intel vPro processor technology have unique hardware-based management and security capabilities that extend the functionality of leading management consoles to further streamline PC management and increase security<sup>1</sup>. They also deliver up to 40% performance improvement and greater energy efficiency<sup>2</sup>. "We're using HP Compaq dc7700 PCs as our vPro desktop standard," notes Wensel, "due to HP's outstanding quality, performance, and support." To take full advantage of Intel vPro processor technology's advances, Corporate Technologies is using Level Platforms' Managed Workplace management console. "Intel and Level Platforms have taken tools that were previously available only at the server level have moved them down to the desktop level," says Ostlund. The power of this solution has four elements:

- Increased abilities to monitor, manage, and repair PCs remotely – regardless of power state or operating system health – that greatly reduce maintenance and management costs and increase the utilization of Corporate Technologies' personnel.
- Advanced, flexible notifications that can prevent developing issues from becoming disruptive problems, thus significantly reducing customer downtime.
- Increased security capabilities that better protect the customer's critical data while reducing downtime.
- A standardized, energy-efficient platform that can meet the developing demands of the customer's business while reducing Total Cost of Ownership (TCO). Corporate Technologies is taking full advantage of these advanced capabilities to serve more customers and to serve them better.

**"Corporate Technologies is adding seven new customers each week and sees no slow down ahead."**

**Advanced remote capabilities that significantly raise efficiency and lower costs.** "This has impacted everything," observes Ostlund. "Previously, almost any problem required an onsite visit by a technician. Now, with the ability to remotely diagnose, repair, and control PCs, most calls are handled remotely." Corporate Technologies can remotely monitor and repair PCs even if the system is powered off or the operating system is disabled. Since the average cost of a truck roll is \$300, the new remote

capabilities greatly lower the cost of service delivery. Technicians can also power PCs up and down remotely, allowing them to do patching and updating after hours. In addition, remote hardware and software inventory capabilities reduce the need for expensive (and inaccurate) manual inventories. "The great thing about vPro is that you don't need any other hardware infrastructure to do this," notes Wensel.

**"The capabilities of our vPro-enabled solution give our customers a comprehensively better experience."**

Fritz Wensel  
General Manager, Corporate Technologies

### **Advanced monitoring capabilities that reduce downtime.**

Proactive monitoring of network and PC conditions such as hard disk health, system temperatures, and memory usage help Corporate Technologies to identify and remediate many issues before they cause downtime. When a PC does go down, the advanced hardware-based capabilities of Intel vPro processor technology allow Corporate Technologies to fix the problem faster. In addition, the advanced security capabilities of these PCs – including hardware-based filters and accelerated remote patch management – can mean less downtime caused by viruses and malware.

**An improved customer experience.** "The capabilities of our vPro-enabled solution give our customers a comprehensively better experience," says Wensel. "First and foremost, their cost of IT is driven down while their quality of IT is driven up." The customer is no longer reliant on a single IT staffer with limited skills and availability. In addition, the customer has better visibility into their IT issues and opportunities over time and a better ability to budget accurately. The end result is a managed IT infrastructure that better supports the customer's business.

**A standardized infrastructure that lowers cost and supports growing needs.** Corporate Technologies knows that a standardized PC fleet lowers costs. At the same time, a capable PC fleet allows the customer's IT to support changing needs. Deploying HP Compaq dc7700\* PCs based on Intel vPro processor technology accomplishes both.

These advanced PCs have the performance to handle today's demanding business applications and multitasking while providing headroom for the future. In addition, their energy efficiency can yield substantial savings on energy costs.

**High-value customer communication enabled by rich data on usage and trending.** The solution based on Intel vPro processor technology and Level Platforms Managed Workplace provides extensive reporting capabilities that allow Corporate Technologies to show their customers usage trends, services delivered, and remediation performance. "Any of our sales reps and technicians can pull detailed and summary reports on current hardware, current software, usage trends, and bottlenecks" explains Wensel. "This allows us to demonstrate our value and leads to greater influence within the account." In addition to tracking the customer's true IT cost structure, this extensive data helps Corporate Technologies recommend strategic IT upgrades and deliver more accurate IT budgeting input.

**Better utilization of key talent.** "Our people are really our key asset," says Wensel, "and our vPro-enabled solution helps us to fully utilize them." Technicians and engineers can deliver on tasks more quickly and multitask more effectively, lowering costs and helping Corporate Technologies to drive higher margins.

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**Increased revenue.** Corporate Technologies' service delivery model, built on the Level Platforms plus Intel vPro processor technology solution, allows them to increase revenue in three ways. First, the higher level of support attracts more customers and more business from existing customers. "Customer's can tell that this is a very different approach," says Wensel. "They can tell we're helping them meet their business needs rather than sell them the 'next thing'. We're truly in a consultant role." Second, the ability to multitask means they can bill more work in the same period of time. And third, the geographic reach of each of the company's regional offices is greater. "Each of our regional offices has a customer base that's spread over a large geographic area," explains Ostlund. "We couldn't service them properly without these advanced remote capabilities."

## **Unprecedented Opportunity**

Using the advanced capabilities of Intel vPro processor technology, Corporate Technologies is adding seven new customers each week and sees no slow down ahead. "It's actually not hard to sell small businesses on our type of service," says Wensel. "When they

## **Level Platforms Managed Workplace\***

Managed Workplace provides everything a managed services provider needs to remotely monitor and manage their customers' IT networks through a single web-based central dashboard. Managed Workplace\* integrates remote monitoring, real-time alerting, inventory management, Web-based reporting, patch management, remote control scripting, and trouble ticketing.

**A proven, trusted solution.** Level Platforms has more than 2,300 MSP customers with over 50,000 small businesses under service-contract subscription.

**A low-cost solution.** Managed Workplace is a .NET-based solution that costs 50 to 80 percent less than comparable Linux\*-based solutions. It's easy to install, easily integrated with Microsoft technologies, and requires little training.

**Simple, flexible subscription billing that reduces your investment and risk.** Managed Workplace's per-site, subscription-based billing means you're not locked into a large-investment commitment, and that you can grow your solution gradually. Your managed services business is cash-flow positive from day one.

**Easy to adopt and easy to use with minimal training.** Managed Workplace is an integrated platform that can be implemented in hours or days rather than weeks or months.

**Over 100 management templates.** Easy-to-use templates allow you to quickly establish best-practice policies and manage multiple devices. Customizable workflows and integrated Best Practices Reporting make it easier to develop and deploy managed services.

compare the cost and quality of our managed services to paying \$50,000 for an IT person on their staff who won't be able to keep up with the changes, it's not a difficult decision." The company has even found that the sales cycle shortening, as more and more small businesses realize how much bandwidth can be taken up by managing their own IT. But at the same time, it is a market that is rapidly evolving. "The tools for service delivery are constantly changing and improving," notes Ostlund. "That's why we stay connected with key partners such as Intel and Level Platforms."

## For More Information

For more information on the benefits of Intel vPro processor technology for small business, visit <http://msp.intel.com>

For more information on Corporate Technologies, visit [www.gocorpotech.com](http://www.gocorpotech.com)

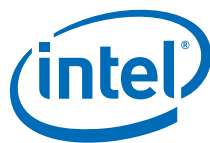
For more information on Level Platforms Managed Workplace, visit [www.levelplatforms.com](http://www.levelplatforms.com)

## Overview of Intel® vPro™ Processor Technology

PCs based on Intel vPro processor technology, combined with a leading software management application such as Level Platforms Managed Workplace\*, provide unprecedented capabilities that allow you to deliver more value to your managed services customers.

- **Remote diagnosis and repair** reduce costly and time-consuming desk-side visits by resolving problems and repairing PCs quickly from the console – even if the PC is powered off or the OS is down.
- **Automated proactive alerts** identify issues before they become problems or costly repairs. These include alerts about missing or disabled software, memory usage, hard drive health, fans, and power supplies.
- **Secure remote power up and power cycling** allow you to perform scheduled maintenance, backups, and monitoring after hours.
- **Encrypted, remote security updates** ensure that security patches are up to date and speeds the deployment of critical patches, even to systems that are off or down<sup>1</sup>.
- **Remote asset tracking** eliminates time-consuming manual inventories of hardware and software with remote inventory management, even if the system is off or down<sup>1</sup>.

Solution provided by:



<sup>1</sup> PCs with Intel® vPro™ processor technology include Intel® Active Management Technology (Intel® AMT). Intel AMT requires the computer system to have an Intel AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see [www.intel.com/technology/platform-technology/intel-amt](http://www.intel.com/technology/platform-technology/intel-amt).

<sup>2</sup> Performance measured Intel® Core™2 Duo desktop processors compared to Intel® Pentium® D processor 805 on SPECint\_base2000 and SPECint\_rate\_base2000 (2 copies.) Actual performance may vary. See [www.intel.com/performance/](http://www.intel.com/performance/) for more information.

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