



Success Brief

Intel® vPro™ processor technology with activated Intel® Active Management Technology



Virtual IT Revolutionises IT Support with Intel® vPro™ processor technology

IT management company radically differentiates its business, boosts profits and drives down costs

Since its launch in 2001, Virtual IT's guiding principle has been, 'We'll look after your IT so you can look after your business'. And in a relatively short time the company has built up a strong client base of small and medium-sized organisations that need IT but not the support issues that come with it. Using HP equipment, Virtual IT supplies hardware such as desktop PCs, servers, laptops and printers. The requisite software is pre-loaded and the offering is galvanised with 24-hour support. Bryn Morgan, Commercial Manager, Virtual IT, says: "SMBs don't get great IT support. By harnessing Intel technology we're changing that."

"Intel® vPro™ processor technology with activated Intel® Active Management Technology has really helped us drive down costs and drive up profits."

Bryn Morgan,
Commercial Manager, Virtual IT

Spotlight: Virtual IT

- Virtual IT provides highly cost-effective 'all-in-one' managed IT support solutions for small and medium-sized businesses, ranging from the supply of hardware such as desktop PCs and servers, to 24-hour support and system monitoring
- Founded in 2001, its existing customer base is 150 strong and growing at a rate of up to 40% a year
- Clients are typically professional services firms such as recruitment organisations, creative media agencies and financial services companies. Many are based in the London area, however a growing number are also in Australia, the US and Europe
- A highly regarded management team, with a wealth of combined experience in technology sectors, leads the company

Measures of Success

- Intel® vPro™ processor technology remotely troubleshoots and restore systems even when PCs are powered down, improving operational efficiency and enhancing customer relations
 - The remote management features of Intel vPro processor technology will significantly reduce the courier costs that are incurred when returning malfunctioning desktop PCs to company headquarters as well as minimise end-user downtime
 - Intel vPro processor technology has enabled the company to introduce a consultative component into its sales processes, revealing to clients how much they pay for their own IT management, in contrast to what Virtual IT delivers at lower cost.
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Intel® vPro™ processor technology cuts costs, delivers unrivalled management features and helps attract more business

A new IT support landscape

Virtual IT has about 3,000 desktop PCs leased out to its customers on a three-year refresh cycle. Historically, if a computer wasn't working properly, the company sent a courier to deliver a new one and return the malfunctioning PC to its headquarters. Initially this model was cost-effective but as the Virtual IT client base grew it became untenable. Morgan says: "Courier costs were more than £30,000 a year. As we expand, this figure climbs and claims a disproportionate share of revenue."

The company also wanted to break away from the break-fix mentality that pervades the industry and differentiate its business by taking IT management to new levels of pro-active support. A visit to an IT trade show led to the discovery of Intel® vPro™ processor technology with Intel® Active Management Technology (Intel® AMT).

Morgan, says: "It offered a raft of compelling benefits including remote high level diagnostics, regular scheduled security updates and the means to power up PCs from our office, even if they're turned off at the client's office." An evaluation by Virtual IT and further work with Intel at its offices also established cost-cutting benefits and considerable efficiency gains.

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Return on Investment

- Intel® vPro™ processor technology with activated Intel® Active Management Technology is expected to help Virtual IT slash about £25,000 from its annual courier bill thanks to a dramatic reduction in the number of desk side visits as administrators can diagnose and repair faults remotely
- Estimated costs savings as the company expands are anticipated to be in the region of £120,000 over the next 5 years.
- Intel® vPro™ processor technology enables Virtual IT to provide comprehensive scheduled security updates, boosting efficiency and enhancing credibility
- Virtual IT is able to outperform rivals and attract new business due to the transparency and unrivalled management functionality that Intel vPro processor technology delivers to the IT support model
- Customer relations are significantly enhanced due to efficient remote management and reduced end user downtime



So far, Virtual IT has bought 200 HP DC 7700 desktop PCs with Intel® vPro™ processor technology installed and Intel® AMT activated. The company's equipment is hired on three-year refresh cycles and as leases come to an end, it intends to ensure the technology is in all new hardware. Morgan explains: "Courier costs have fallen significantly because our support staff can now remotely diagnose and repair faults, which has also driven a projected growth of 40% a year. It's also significantly reduced end-user downtime"

The company has been testing some of the available remote management software and is yet to make a final decision. In the meantime it has used the technology's built-in interface to reap the benefits. For example, security upgrades are a lot easier and administrators can remotely carry out inventories, troubleshoot, and restore systems even when PCs are powered down, the operating system is not working or software agents are missing.

Importantly, it's also become a vital tool in the sales process. Morgan adds: "It allows customers to really understand how much their own IT management actually costs them. Our support is based on a fixed price and client downtime is drastically reduced thanks to proactive fixes. With this technology we've repaired a problem before they even know they've got one."

Trouble-free IT and maximised customer value has significantly enhanced customer relations, while also helping Virtual IT steal a significant march on its rivals. In fact, the company is so impressed with the benefits that it now plans to deploy Intel® Centrino® Pro processor technology, the laptop equivalent of Intel vPro processor

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