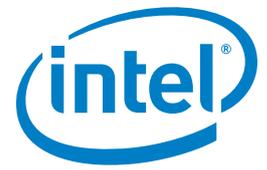


SOLUTION BRIEF

2nd Generation Intel® Core™ vPro™ Processor
Microsoft Windows* 7 and Office* 2010

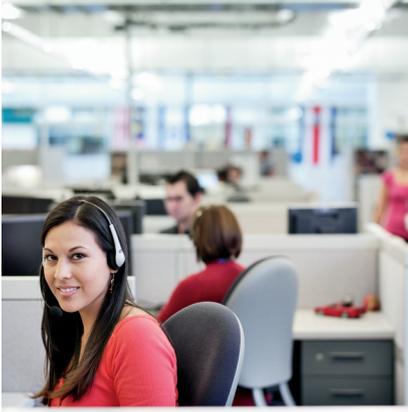
IT Efficiency

Energy Efficiency, Environment, and Performance



Accelerating sales for small businesses

Leading UK distributor turns to Intel and Microsoft training program to drive business forward



"Intel and Microsoft, working together through the Accelerate SMB* program, have provided KMS with a strong foundation for growing our business. By bringing together their expertise and providing the joint training programs, they have helped us discover a new approach to selling."

Alan Preston,
Product purchasing manager,
KMS Components

CHALLENGES

- **Grow revenues.** In the face of increasing economic gloom, KMS Components wanted to strengthen its market-leading position and increase revenues
- **Address customers' business needs.** Small and medium business (SMB) customers have specific security, performance and mobile needs and are more interested in what technology can do for the business rather than in technology features

SOLUTIONS

- **Working together.** Intel and Microsoft provide a joint training program, Accelerate SMB, designed to help IT resellers increase revenues by focusing on customers' business needs
- **Latest technologies drive business.** Accelerate SMB focuses on the business benefits of 2nd generation Intel® Core™ vPro™ processors¹ together with Microsoft Windows 7 and Microsoft Office 2010. Together, these address the security and performance needs of SMBs

IMPACT

- **Dissemination.** Following completion of the training program, Alan Preston of KMS Components encouraged the sales team to use a business-focused sales drive developed around 2nd generation Intel Core vPro processors together with Microsoft Windows 7 deployment and Microsoft Office 2010
- **Climbing revenues.** In the five months following the adoption of the new sales approach, KMS monthly revenues rose approximately 72 percent. It is also anticipating an annual revenue rise
- **Remarkable gains.** The revenue increase is even more remarkable given that at the time uncertain economic circumstances were causing the company's competitors to lose revenue

Flexible working

Founded in 1994, KMS Components (KMS) is a Cardiff, Wales-based IT distributor that has grown to become one of the largest and most influential trade suppliers of computer components within the UK. It also manufactures consumer electronics under the CnM Lifestyle* brand.

The key to its success has been the willingness and flexibility to offer a wide range of computer components, ranging from monitors, processors and memory upgrades to motherboards, optical drives and hard drives.

The company continues to evolve and expand to meet the growing demands of its customers and, as a result, it participated in the Intel and Microsoft Accelerate Small and Medium Business (Accelerate SMB) program.

Accelerate SMB is a channel training and incentives program designed to drive sales of 2nd generation Intel Core vPro processors with a Microsoft Windows 7 and Microsoft Office 2010 refresh. PCs built on the latest Intel® technology and running Windows 7 Service Pack 1 help to improve a user's PC experience and productivity with technology designed to work together. The PCs also help IT analysts by enabling remote management and maintenance.

Accelerating business

The program value proposition focuses on the umbrella of better performance and includes the values of security, productivity, connectivity and continuity. Security helps users safeguard their work; increased productivity comes from better collaboration; while connectivity ensures users can work from anywhere. Continuity is delivered through the remote, secure working and maintenance enabled by Intel® vPro™ technology.



Accelerate SMB drives up KMS Components' revenue

The program is specifically designed to help resellers increase their revenues by helping them move away from talking to customers about technical specifications such as screen size, hard disc drives, memory and so on. Instead, the focus is on security, productivity and, if relevant, mobility – all of which are areas of concern for SMBs.

To provide the training, Intel and Microsoft contracted a private training company that could deliver the technology benefits within a business context. This overcame an inherent resistance many customers exhibit when faced with pitches from technology companies. Their primary goal is to drive the business forward and they view pure technology presentations with some skepticism.

However, the Accelerate SMB program focuses specifically on the business benefits of 2nd generation Intel Core vPro processors and Microsoft Windows 7. Intel also provided extensive insight into the needs of SMBs, which permitted KMS to refocus its new business efforts in line with the results of a global research that Intel carried out. This research included a survey of 12,000 SMBs and targeted focus groups designed to reveal SMB needs.

What the customer wants

Alan Preston, product purchasing manager for KMS Components, undertook the training. It focused on how SMBs can meet security, productivity and mobility objectives using 2nd generation Intel Core vPro processors, Microsoft Windows 7 and Microsoft Office 2010.

Intel vPro technology for example, provides remote management functionality which ensures a small business can avoid downtime if its PCs fail or need maintenance. A technician can reboot systems remotely and have them back up and running quickly without requiring costly on-site visits. Updates,

patches and virus protection can be installed overnight via remote power up.

The 2nd generation Intel Core i5 processor also delivers more performance automatically when required with Intel® Turbo Boost Technology 2.0.²

It also provides the processing muscle small businesses need to be creative and competitive – for example, developing a Web-based training tool, producing streaming video or multi-tasking with office applications.

The workshop training also revealed how to help SMBs make the move from Microsoft Windows XP or Vista with confidence. It also showed the value of a modern PC over an older PC, and illustrated how risky it can be running a business on older PCs.

For example, sales staff learned how to explain to a small business that BitLocker* in Windows 7 encrypts data, so if a laptop is stolen or lost the data is protected. At the same time, PCs don't suffer from lack of performance often associated with bit encryption because 2nd generation Intel Core vPro processors deliver high performance while enabling encryption.

For example, using BitLocker, disk encryption and real-time virus scan protection with Intel Turbo Boost technology 2.0 provides great security for secure accounting and extra speed for multitasking.

Higher revenues, new business

By taking part in the joint Intel/Microsoft Accelerate SMB program, KMS aimed to drive higher-revenue PC sales with small businesses by selling PCs with 2nd generation Intel Core vPro processors and Microsoft Windows 7 Professional Edition.

Alan Preston said: "By engaging with the Intel/Microsoft Accelerate SMB program, we have learned how to speak to customers in a language they understand. This has clearly struck a chord and led us to reset our sales approach,

Spotlight on KMS Components

KMS Components is one of the largest and most influential trade suppliers of computer components within the UK. It is dedicated to focusing on innovation and deep industry knowledge to ensure it remains at the cutting edge. It has strong relationships with key manufacturers of computer components around the globe to deliver a high level of independent advice to its clients. Through connections with a large network of suppliers, a large range of components are available to KMS customers with a core focus on quality, tight lead times and aggressive pricing.

moving from technology-led conversations to business-led conversations and mobile security. As a result, we're selling more hardware and more software."

In the first five months following completion of the program, KMS achieved significantly increased sales growth for each month. The first four months each saw an average 72 percent growth. This success was even more remarkable given that at the time, there were changes in the economic environment that were having an adverse affect on the industry. Consequently, many KMS competitors experienced falling sales, while KMS was growing its revenues. This growth was sustained over the following six months and is expected to be maintained.

Alan Preston added: "Intel Core vPro processors incorporate hardware-based features that provide security technology and protect potentially vulnerable data. Together with Microsoft Windows 7 and Microsoft Office 2010, users gain greater security, performance and efficiency."

"Intel and Microsoft, working together through the Accelerate SMB program, have provided KMS with a strong foundation for growing our business. By bringing together their expertise and providing the joint training programs, they have helped us discover a new approach to selling."



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¹ Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software, and IT environment. To learn more, visit <http://www.intel.com/technology/vpro>.

² Intel® Turbo Boost Technology 2.0 requires a system with Intel® Turbo Boost Technology. Intel Turbo Boost Technology and Intel Turbo Boost Technology 2.0 are available only on select Intel® processors. Consult your server manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit <http://www.intel.com/go/turbo>

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