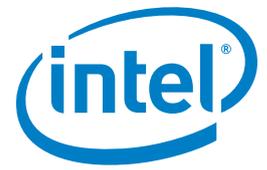


## CASE STUDY

### Intel® Core™ vPro™ Processor-Based Ultrabook™

Consumerization



# Taking the user experience to the next level with touch-enabled technology

## Noledge takes advantage of Windows\* 8 on touch-enabled Ultrabook™ convertibles powered by Intel® Core™ vPro™ processors to improve its offering to business users

Noledge provides software-as-a-service (SaaS) solutions to streamline the management and deployment of sales resources. Customers rely on its Sales Resource Management (SRM) tools for up-to-date access to sales and marketing materials when meeting with clients and prospects. To accompany the launch of Windows 8, Noledge has upgraded its offering to support a new generation of Intel-based, touch-enabled devices that offer compatibility with existing enterprise IT resources. By harnessing the new features these devices offer, Noledge has enhanced the user experience and positioned itself to take advantage of the arrival of touch-enabled technology in the enterprise.



“Touch-enabled devices using Intel architecture to support a Windows 8 and cloud computing environment provide the ideal platform for business users of our solutions. Our goal has always been to deliver the best user experience possible. By linking our solutions with the fluidity and intuitiveness of the latest touch devices, we have taken the next step towards offering truly seamless IT.”

Jérôme Péré,  
Chairman and President,  
Noledge

### CHALLENGES

- **User experience:** Noledge’s solutions are designed to make the user experience as straightforward and natural as possible
- **Next steps:** Noledge saw an opportunity to upgrade its offering to take advantage of the availability of touch-enabled devices
- **Business-ready:** The company needed a hardware and software platform that also worked for its business customers in terms of security, manageability and compatibility

### SOLUTIONS

- **Future platform:** Noledge identified the latest range of touch-enabled devices running Windows 8 on Intel® technology as the ideal platform for enhancing its solutions
- **Enabling transition:** Intel provided Noledge with a workstation for developing the new devices, and sample Ultrabook™ convertibles to test the end-user experience
- **New solutions:** Noledge has ported its EDGE One\* solution to take advantage of the touch-enabled capabilities of the Windows 8 user interface

### TECHNOLOGY RESULTS

- **Intuitive performance:** Noledge’s tests of its solution on the new devices have highlighted their ability to deliver a swift, intuitive user experience for end-users within its customers’ businesses
- **Compatibility assured:** The new touch-enabled platform based on Windows 8 and Intel® architecture ensures that organizations can use the devices to run their existing enterprise applications, allowing sales executives access to all information sources they need
- **Critical security:** The devices can be used in conjunction with established enterprise security and manageability tools, and Intel® Anti-Theft Technology (Intel® AT)™ can be used to maintain control over access to individual devices, helping keep sensitive commercial data secure

### BUSINESS VALUE

- **Stronger offering:** Touch-enabled Ultrabook devices offer an enhanced user experience, strengthening Noledge’s proposition when demonstrating its offering to customers, and helping their sales executives deliver more productive meetings with clients
- **A realistic solution:** Developing its solutions for Intel-based touch-enabled devices running Windows 8 has showcased a practical way for organizations to deliver next-generation devices to staff while maintaining secure control of their IT resources, ensuring sensitive corporate data is protected
- **Pole position:** As an early adopter of Windows 8, Noledge has enhanced its competitive advantage as enterprises look to refresh the devices used by employees, and its customers benefit from having access to the improved user experience the devices enable

### Unifying hardware and software

Noledge provides SaaS-based SRM solutions that help its customers streamline and coordinate the efforts of their sales teams. With Noledge’s platform, organizations can ensure that all employees have an accurate, up-to-date version of their sales materials always ready to use on their tablet PC and laptops when speaking to prospects. Used in conjunction with an organization’s customer relationship management (CRM) software, Noledge’s offering helps boost the effectiveness of its sales efforts.

Noledge has always designed its solutions with a graphical user interface to be as user-friendly as possible, making it easy for sales professionals to access sales material they need when they need it, whether they are working offline or online, such as during meetings with potential customers. The hardware on which customers run its solutions has a large impact on the resulting user experience. Processing performance is key to providing a responsive solution that can keep up with sales teams in their daily interactions with customers, and Noledge’s customers often ask it for its recommendations on the devices they should use.



## Noledge supports a practical approach to upgrading enterprise IT with new touch-enabled devices based on Intel® architecture

The arrival of touch-enabled devices has created opportunities as well as challenges for Noledge's customers. Employees are increasingly familiar with the latest technology and are interested in using new computing formats, such as tablets, in the workplace to improve the efficiency of their working processes. However, while these new devices may improve the user experience, they are often not compatible with established enterprise IT security and management environments, or with the applications organizations are currently using.

### The new generation

With the arrival of Windows 8 and the availability of touch-enabled devices based on Intel architecture, Noledge was interested in enhancing the user experience by upgrading its solution to take advantage of the new features these offer. In particular, it saw the new range of touch-enabled Ultrabook convertibles running Windows 8 as an optimal IT platform for staff within its enterprise customers. These offer the benefits of a more fluid, intuitive and faster user interface, while ensuring compatibility with existing Windows-based software deployments and management processes.

For employees, Ultrabook convertibles offer the full laptop experience based on proven Windows and Intel technology, with the option of converting the device to a tablet by detaching the keyboard. This makes them ideal for sales executives, who can use their Ultrabook as a screen-only device to deliver effective presentations when meeting with customers and prospects, then as a traditional laptop back in the office, avoiding having to share work across different devices.

Noledge began upgrading its offering for Windows 8, with Intel providing a development workstation and sample Ultrabook convertibles for it to test the performance and usability of the new solution. The development process went smoothly, with Noledge's team benefitting from the familiarity of working within the Windows and Intel development environment.

Using the new Windows 8 user interface, Noledge has enhanced its EDGE One solution to create a fully touch-enabled experience. Users can now access information and content from Noledge's platform quickly and simply, enabling them to deliver more effective presentations and enhance meetings with customers. The solution is available to download from the Windows App Store\* now.

### A sales effectiveness tool

Noledge has seen first-hand the benefits of using Ultrabook devices to showcase its solutions. In recent meetings it has found them an especially effective tool for demonstrating the practical potential the solutions offer to sales teams. Potential customers can quickly see how the software performs on the new devices, and how easy it is to access information using the platform.

Besides being impressed by the effective form factor of the touch-enabled devices, Noledge's enterprise customers and prospects are also reassured by the support the devices offer for their existing security protocols and ongoing support and maintenance requirements. Because the new Ultrabook devices are based on Intel architecture powering a Windows operating system, it is straightforward for IT managers to integrate the devices into their existing IT environments.

Unlike other tablet devices, which are based on a limited mobile operating system, touch-enabled Ultrabook devices are as easy to manage as any other Windows-based device. Routine maintenance and software updates can be performed in conjunction with the rest of the organization's IT resources, ensuring that the devices are fully up-to-date. The continuity offered by the hardware and software powering the Ultrabook devices ensures that existing enterprise security tools can still be deployed on the new devices, in line with the customer's security policies.

### Comprehensive security

Besides providing a compatible platform for an organization's existing maintenance software, Ultrabook devices powered by Intel Core vPro<sup>2</sup> processors offer an additional layer of security around controlling access to the device itself. Intel AT built into the processor helps protect commercially sensitive company data, such as details of pricing and promotional incentives, by ensuring that this can only be accessed by those with the authority to do so. If one of the devices is lost or stolen, it can be remotely disabled at the hardware level.

Noledge has seen a high level of interest in the Intel AT features from enterprise customers who wish to support mobile working while ensuring that they can maintain a high level of security. With additional support from tools such as BitLocker\* for full drive encryption the Ultrabook devices with Windows 8 provide an ideal solution for organizations with a traveling sales force that needs a way to transport and access important commercial data.

### About Noledge

Created in 2002, Noledge is a Sales Resource Management software company providing solutions that allow professionals to organize, secure, prepare and deliver sales material. Noledge's EDGE solutions leverage the power of cloud computing, touch-enabled and mobile technologies to enhance the sales performance of 10,000 professional users from large accounts – including Danone, PepsiCo and Dyson – to small enterprise customers.

### Lessons Learned

Noledge's trial of touch-enabled Ultrabook devices powered by Intel® Core™ vPro™ processors has highlighted the advantages of an integrated approach to incorporating new touch devices into the enterprise. By upgrading its solutions to take advantage of the new features in Windows 8 and the latest generation of Intel®-based, touch-enabled devices, Noledge enables customers to roll out the new devices while maintaining compatibility with their existing IT security and maintenance procedures.

Noledge believes the security features in the Intel and Windows environment will enable more businesses to support mobile access to critical data for employees travelling away from the office, due to the additional safeguards that can be put in place to protect against unauthorized access.

### A platform for growth

After evaluating them, Noledge sees touch-enabled Ultrabook devices as the perfect match for its software offering, with both the hardware and software supporting the requirements of its business customers. The effectiveness and user-friendly design of Noledge's applications is matched by the robustness and convenient form factor of the touch-enabled devices, and their practical support for established IT security and maintenance frameworks.

As one of the first independent software vendors (ISVs) to upgrade its offering to the Windows 8 platform, Noledge has positioned itself to take advantage of the transition of enterprise IT from limited traditional computing units to flexible, touch-enabled devices. By developing its solutions using the platform provided by Intel architecture and the new Windows 8 operating system, Noledge has ensured its customers have a clear route for making this transition, which seamlessly bridges their existing and future technology and helps drive the user experience to the next level.

Find the solution that's right for your organization. Contact your Intel representative, visit Intel's Business Success Stories for IT Managers ([www.intel.co.uk/itcasestudies](http://www.intel.co.uk/itcasestudies)) or explore the Intel.com IT Center ([www.intel.co.uk/itcenter](http://www.intel.co.uk/itcenter)).



Copyright © 2012 Intel Corporation. All rights reserved. Intel, the Intel logo, Ultrabook, Intel Core, Intel vPro, and Core vPro inside are trademarks of Intel Corporation in the U.S. and other countries. Copyright © 2012 Microsoft. All rights reserved. Microsoft, the Microsoft logo, and the Windows 8 logo are trademarks of the Microsoft in the U.S. and other countries.

Ultrabook™ products are offered in multiple models. Some models may not be available in your market. Consult your Ultrabook™ manufacturer. For more information and details, visit <http://www.intel.com/ultrabook>.

<sup>1</sup> **Intel® Anti-Theft Technology** No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware, and software, and a subscription with a capable service provider. Consult your system manufacturer and service provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit <http://www.intel.com/go/anti-theft>.

<sup>2</sup> **Intel® vPro™ Technology** 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>.

Software and workloads used in performance tests may have been optimized for performance only on Intel microprocessors. Performance tests, such as SYSmark and MobileMark, are measured using specific computer systems, components, software, operations and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. For more information go to <http://www.intel.com/performance>

This document and the information given are for the convenience of Intel's customer base and are provided "AS IS" WITH NO WARRANTIES WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS. Receipt or possession of this document does not grant any license to any of the intellectual property described, displayed, or contained herein. Intel® products are not intended for use in medical, lifesaving, life-sustaining, critical control, or safety systems, or in nuclear facility applications.

\*Other names and brands may be claimed as the property of others.