SOLUTION BRIEF

2nd generation Intel® Core™ i5 and i7 vPro™ processors
Intel® Anti-Theft Technology

IT Efficiency

Growing despite budget cuts

Czech reseller launches remote PC management service based on 2nd generation Intel® Core™ vPro™ processors, carving out new business

vdi meta
Společně to dokážeme

"Intel® vPro™ technology is delivering compelling benefits for our customers and, as a result, they will achieve an expected 25 to 30 percent cost saving on the management of their PC fleets. In turn, we anticipate a revenue increase of 22 percent in the coming year."

Jaroslav Textoris,
Purchasing director, VDI Meta

CHALLENGES

- **Budget cuts.** VDI Meta was faced with loss of business as many of its public sector clients began cutting their spending
- **Alternative revenues.** It wanted to establish new lines of operation to guard against falling revenues

SOLUTIONS

- **Remote PC management.** Using Intel® vPro™ technology[1] in 2nd generation Intel® Core™ i5 and i7 vPro™ processors, it offered remote management services to clients
- **Strengthening the offering.** It also offered Intel® Anti-Theft Technology (Intel® AT)[2] to help customers protect their sensitive data if a laptop is lost or stolen

IMPACT

- **Compelling savings.** Customers can make a 30 percent revenue saving on their management costs
- **Positive growth.** The remote management service has been welcomed by a wide range of customers and VDI Meta expects revenue growth of 22 percent
- **Security boost.** Ability to protect sensitive data is also driving new customers, helping VDI Meta guard against clients' budget cuts

Tough competition

VDI Meta, a reseller in the Czech Republic, has carved out a strong presence in IT services for the public sector. It's clients include local and regional municipalities, city halls and government departments such as the Ministry of Defense and the Ministry of the Interior. It also ranks the national postal service, Ceska Posta, as a major customer.

The company employs approximately 400 people, most of whom have some form of disability. When VDI Meta is tendering for contracts, this puts it in a good position, since public sector organizations often stipulate that those bidding for contracts must employ a percentage of disabled people.

Even so, competition in the public sector for IT services is stiff, and despite VDI Meta's experience and expertise it cannot take contract awards for granted.

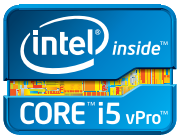
In early 2011, it noted two seemingly contrasting trends that could have an impact on its business. First, the European Union provides structural funds for all members to support regional growth agendas and stimulate job creation.

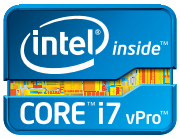
The Czech government was set to use these funds to increase the compatibility of computers in local businesses with computers in public sector organizations. The aim was to increase the efficiency of communications and transactions between different organizations which, in turn, would lead to more cost-effective operations.

Funding growth

This Czech government emphasis on IT infrastructure was good news for resellers and system integrators such as VDI Meta. However, reducing the public deficit is another of the government's overarching objectives.

In practical terms, this means central and local authority budgets are being cut. One way this manifests is reduction in public sector IT spending, including hardware purchases such as PCs and notebooks.





Lower PC management costs and protection for sensitive data

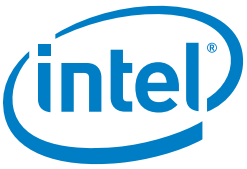
These twin dynamics encouraged VDI Meta to look for alternative IT service solutions that would offset the potential loss of public sector funds and take advantage of EU structured funds.

Jaroslav Textoris, purchasing director, VDI Meta, said: "One way of addressing these issues was to offer clients the option of outsourcing PC management. This would help public sector clients manage their budget cuts arising from the public deficit, while also helping those receiving EU structured funds take advantage of new technologies to make their operations more efficient and streamlined."

Remote PC management

The company wanted to take advantage of the remote management features of 2nd generation Intel Core i5 and i7 vPro processors. Intel vPro technology enables IT technicians to remotely access computers to perform diagnostics, install software and implement security patches.

A PC that is inoperable due to a software issue, such as a missing or corrupt system file, can be diagnosed and repaired remotely. A PC with a failed hardware component, such as hard drive, can be diagnosed remotely and a PC requiring a BIOS update or other pre-operating system stage can be diagnosed and resolved remotely. The benefits include faster and less costly repairs, and less disruption to users.



VDI Meta also wanted to take advantage of Intel AT, one of several built-in hardware features of Intel vPro technology. Intel AT helps stop computer theft by rendering lost or stolen computers inoperable. It also protects sensitive data. A PC can be disabled using a poison pill to block the boot process, even if the boot order is changed or the hard drive is replaced or reformatted.

An administrator-defined number of failed login attempts triggers a feature that disables the PC. At this point, the system locks itself down. Failure to check in with the central server can also trigger PC disable.

Positive consultation

Before launching the remote PC management service, VDI Meta engaged with Intel to find the best way to approach customers with the new service. As a result, Intel developed and provided the company with marketing material on Intel AT and the IT management benefits of 2nd generation Intel Core i5 and i7 vPro processors. Intel also embarked on a round of one-to-one meetings with public sector organizations to show them personally the benefits of remote PC management.

VDI launched the remote PC management services in Q3 of 2011 using Microsoft System Center Configuration Manager* as the management software. It is still early days for the company to quantify the benefits, but VDI Meta is expecting the service to make a significant contribution to revenues.

Petr Vons, product manager, said: "Our customers are benefiting from easier and more cost-effective PC management and end users are not disrupted. It has also helped them manage budget cuts while retaining and improving efficiency."

Spotlight on VDI Meta

VDI Meta was formed in 2000 to provide employment for people with disabilities. As an IT reseller, it produces and sells its own PCs and servers as well as those from major partners such as Dell, HP and IBM. Its offerings include supply and system integration for corporate clients, many of whom are in the public sector.

Revenue growth

In terms of the benefits, VDI Meta says that return-on-investment figures include a 56 percent reduction in desk-side visits, a 56 percent decrease in the time required to distribute patches, a 94 percent decrease in the time required for hardware and software inventories and a 36 percent cut in the time when PCs are not in use due to problems.

Petr Vons added: "Intel vPro technology is delivering compelling benefits for our customers and, as a result, they will achieve an expected 25 to 30 percent cost savings on the management of their PC fleets. In turn, we anticipate a revenue increase of 22 percent in the coming year."

Intel AT has also strengthened the offering by providing customers with an added security element. Petr Vons says: "Protecting data, especially in the public sector, is of paramount importance. Intel AT ensures that our customers can guard against the loss of sensitive information. This is a compelling feature for them and one which is driving sales for us and helping us acquire new customers."

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[1] 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.

[2] 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.

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