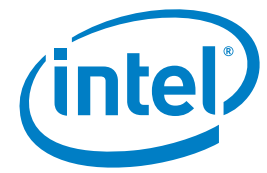


## SOLUTION BRIEF

2nd generation Intel® Core™ i5 and i7 vPro™ processors

Remote Manageability



# Sistemas Técnicos Interactivos grows IT maintenance business with Intel® vPro™ technology

Spanish Platinum Intel® Technology Provider uses remote management technology to improve and streamline support services to business customers



“Since reorienting our support service to an online delivery model that harnesses the remote management capabilities of Intel® vPro™ technology, we have been able to raise the quality of our offering while simultaneously making significant cuts to the overhead involved.”

Rubén García Bayon,  
General Manager,  
Sistemas Técnicos Interactivos

## CHALLENGES

- **Improve offering:** Broaden and enhance remote IT maintenance service to deliver a more timely, flexible and comprehensive offering to customers
- **New opportunities:** Grow customer base, targeting large enterprise customers and those with operations outside of the local area
- **Lean and reliable:** Boost profits by streamlining the resources needed to deliver maintenance services and ensuring greater compliance with service level agreements (SLAs)

## SOLUTIONS

- **Intel® inside:** Incorporate Intel® Core™ i5 and i7 vPro™ processors into STI's own branded PC hardware offering
- **Moving forward:** Develop capabilities for servicing IT installations remotely with compatible administration software, transitioning existing maintenance contracts to a new remote delivery model
- **Efficiency savings:** Streamline the service team based on the productivity increases enabled by remote maintenance

## IMPACT

- **Enhanced offering:** Offer customers higher-quality, more efficient and competitive service by replacing many time-consuming on-site visits with remote servicing
- **Further possibilities:** Grow the customer base, including bigger organizations and those based outside of STI's traditional catchment area, thanks to new location-independent service offering
- **Financial benefits:** Increase margins by reducing overhead for delivering service and gain more stable revenue streams from stricter adherence to SLAs

## Turning a service on its head

Sistemas Técnicos Interactivos (STI) is an unusual company in its native Spain. As a small IT business, it supplies its own branded desktop computing and server hardware in addition to offerings from HP, Dell and Fujitsu, and supports this with a comprehensive IT service and maintenance offering – something that is normally offered only by larger, nationwide firms.

“As an independent IT firm, we believe we can offer a better, more customer-focused service than our larger competitors. We work closely with our customers and try to really understand their requirements as a business in order to deliver the most suitable solution,” says Rubén García Bayon, general manager at STI.

## STI opens up new revenue opportunities with remote maintenance technology

“The remote management capabilities of Intel® vPro™ technology have revolutionized the way we deliver our core IT support offering. We are now able to serve a greater number of customers with a team that is half the size.”

Rubén García Bayon,  
General Manager,  
Sistemas Técnicos Interactivos

STI's service offering accounts for over half its total turnover. It currently performs regular maintenance on around 6,000 PC and 800 server installations, for customers ranging from public sector organizations to private small-to-medium-sized business.

Around four-fifths of the installations STI services are based on the company's own PC hardware, which is powered exclusively by Intel Core i5 and i7 vPro processors. The remainder consists of a mixture of different hardware and processor environments from other vendors. STI's engineers carry out new hardware and software installations, oversee the delivery of software and security updates, and can respond to any IT issues that may arise at a customer's deployment. The company charges for its services through either an annual subscription model, or on a pay-per-use basis.

### Opportunities for improvement

In the beginning, STI offered its maintenance service primarily to organizations within its local region of Castile and Leon in northern Spain. The service mainly consisted of on-site technician visits, with around 80 percent of maintenance work carried out this way, compared to 20 percent over the Internet using remote management technology.

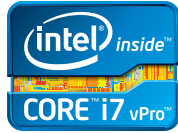
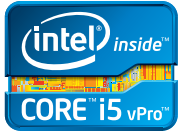
Bayon comments: “When we first established our maintenance offering, the service model involved a fleet of traveling engineers making visits to customers' installations. Naturally, this placed limitations on the number of deployments technicians could tend to each day and the types of customers we could target with the service. Our customer base was mainly businesses in the local area that were within practical reach of our engineers.”

The need for technicians to physically visit a customer's operations to perform maintenance tasks also limited the kind of projects STI could undertake. If a customer required a task to be performed outside of normal working hours, for example, STI was either forced to rearrange the shift patterns of its engineers or pass on the opportunity.

### Evolving its offering

Intel® vPro™ technology provided STI with an opportunity to overhaul its existing IT maintenance service model and enhance the performance of its own branded hardware offering. It sought to integrate the remote connectivity capabilities of the new processors into the way it undertook regular maintenance work for customers and responded to urgent IT issues. STI is now using the technology daily to deliver a more efficient, streamlined and convenient service to customers, helping boost its competitiveness against local and national rivals. The Intel vPro technology has fundamentally changed the way STI delivers maintenance to customers. Previously, its technicians operated primarily as a traveling support force, but now remote access to clients' installations has enabled the company to consolidate and centralize its service delivery. STI's engineers now perform the same role, but with dramatically different working patterns. Now 80 percent of maintenance tasks are undertaken remotely, compared to only 20 percent before Intel vPro technology – a reversal of the previous balance.

STI can still service computers on-site, but has migrated most of its hardware customers onto the new remote service model. Most have found this a more convenient way to



ensure the health of their IT resources, and for some it is essential that regular updates and performance checks are carried out in this way. For example, one of STI's customers requires all IT maintenance to take place late at night, when it is least likely to interfere with the work of its employees.

Bayon explains how the remote management features of the Intel vPro technology have enabled STI to meet this requirement: "To avoid any inconvenience, we schedule updates to be delivered automatically at the allocated time, and have the ability to remotely activate any dormant computers to ensure uniform coverage. Previously, we would have needed to send a technician to perform this work on-site.

Realistically, it would have been very difficult to come to a mutually convenient arrangement for this, and it's likely we would have had to forgo the contract. With the new technology, however, we can offer a much more flexible service, opening up a greater range of business opportunities."

### Greater range

STI's engineers have also harnessed the capabilities of the Intel vPro technology to enhance the quality and expand the range of maintenance services they can offer. The ability to instantly connect to customers' installations means the team can now deliver software and security updates quickly, and perform security and performance checks with greater regularity. By enabling a fast response to its customers' IT issues, the remote connectivity has helped STI ensure compliance with the SLAs it sets within its maintenance contracts, securing more consistent revenue streams from subscriptions.

The location-independent nature of its remote maintenance service has enabled STI to broaden its customer base outside of the local Castile and Leon area and enhance the coverage of its service to better compete with larger, nationwide IT service providers. Before, the number and geographical reach of the contracts STI could pursue was limited by its technicians' ability to physically travel to customers' sites. Now it can offer a more extensive service to more distant customers that it previously could not profitably or effectively serve.

The technology has also enabled STI to support its existing customers as they seek to grow their operations. One such customer is KERCO, a leading manufacturer of aluminum-wood doors and windows with factories in the Castile and Leon and Asturias regions of Spain.

The company is now expanding internationally, establishing operations in France, Portugal and Italy, with additional European countries in its sights. STI has supplied PC, laptop and server equipment for the new sites, and is using its remote maintenance service to provide ongoing software and hardware support.

Another customer benefitting from STI's remote support service is Johnson Controls Inc., a diversified technology and industrial company which provides products, solutions and services to the construction and automotive sectors. STI has deployed its Modulges\* business process management software package in a number of Johnson Controls production plants across Europe and provides ongoing remote support.

Bayon emphasizes the advantage of including the Intel vPro technology in its offering: "For many customers such as Johnson Controls, our ability to connect directly to their installations to resolve any problems that could potentially arise is an important consideration when evaluating us for their IT projects."

### Operational efficiencies

Besides helping STI increase its turnover and develop more consistent revenue streams, reorienting its maintenance service to one that is primarily based on remote access technology has enabled the company to significantly boost profit margins. STI's previous delivery model relied on a staff of 32 technicians, with significant overhead from travel costs. Now the efficiency of the remote maintenance model has enabled it to significantly reduce the cost of delivering its support services. Despite having grown its customer base, it can now deliver an expanded, higher-quality range of services with a workforce half the size.

By harnessing the latest features in Intel's processing technology to advance its services, STI has ensured its offering continues to meet the needs of its customers, and has established a clear path for revenue growth while minimizing costs. It is now focused on enhancing and differentiating its support services by developing its own brand of remote management administration software for customer installations based on Intel Core i5 and i7 vPro processors, which it plans to start offering in 2012. Custom-designed to fit the requirements of STI's small-to-medium-sized customers, the new solution will be more suitable than existing remote management software packages, which are typically intended for much larger installations.

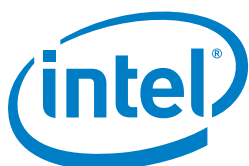
STI is also starting to make some of its software and support services available through a software-as-a-service delivery model. By making it easier for customers to access the services and support they need, it hopes to further increase its competitiveness against larger rivals.

Bayon concludes: "As a company, we have always strived to take advantage of the latest advances in technology to improve the quality and efficiency of our services and open up new business opportunities. The remote management features in Intel vPro technology are a great example of the benefits of this approach. By integrating them into our core hardware and support offering, we have been able to serve our existing customers better and extend our coverage to organizations that were previously outside of our reach."

Visit Intel's technology provider website at [www.inteltechnologyprovider.com](http://www.inteltechnologyprovider.com) and find more business success stories for IT managers at [www.intel.com/itcasestudies](http://www.intel.com/itcasestudies).

### Spotlight on Sistemas Técnicos Interactivos

STI is an IT hardware and services provider based in the Castile and Leon region of Spain. In addition to delivering its own branded PCs and servers, as well as products from third-party manufacturers, STI offers IT support and maintenance services to customers of its hardware and those with existing deployments. It also provides consultancy on business IT issues and enterprise system deployments.



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