

# Leading the competition

## Bossers & Cnossen looks to Intel® vPro™ technology to boost services revenue



**BOSSERS & CNOSSEN**  
De kracht van ICT

“This project enabled our consultants to get hands-on experience with an Intel® vPro™ technology activation and the benefits this can bring to a large not-for-profit organization like Hanze UAS. They will now be better able to build a business case and advise other customers in similar situations.”

Jaap Kommandeur,  
Program Manager  
Bossers & Cnossen

### CHALLENGES

- **Move to services.** IT reseller Bossers & Cnossen was looking for new revenue streams by focusing on value-added services
- **Activating management.** Tasked, together with Intel, with overseeing a large Intel® vPro™ technology activation project at Hanze University of Applied Sciences (Hanze UAS)

### SOLUTIONS

- **Test and trial.** Ran a small proof of concept on six desktops highlighting benefits of Intel vPro technology and best practices in activating remote management capabilities
- **Impressive feat.** PoC findings helped Hanze UAS activate 95 percent of its desktops in just four weeks

### IMPACT

- **Hands-on experience.** Gained first-hand experience of an Intel vPro technology activation project, meaning Bossers & Cnossen can better build a business case for future customers
- **Future fit.** Stands to benefit from additional revenue stream thanks to Intel vPro technology, supporting a wider business strategy to offset decreasing margins from hardware sales with value-added services revenue

### Changing landscape

One of the largest IT resellers in the Netherlands, Bossers & Cnossen provides hardware and IT services to medium and large not-for-profit and private enterprises. Its expertise extends from the design, delivery, and installation of the physical infrastructure to ongoing maintenance and management.

Most of Bossers & Cnossen’s revenue comes from hardware sales, but as the IT market segment evolves (e.g., toward cloud computing), it is becoming increasingly difficult for IT resellers to rely solely on hardware sales to maintain current revenue – nevermind increase market segment share.

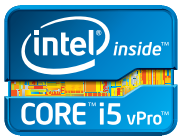
Jaap Kommandeur, program manager at Bossers & Cnossen, explains: “Around 85 percent of our gross turnover comes from hardware sales, but these margins are starting to diminish. To remain competitive in the reseller market segment, we must place greater emphasis on value-added services, where margins are much higher. To succeed in this, we need to make sure that our consultants have the skills and experience to sell value-added services to our customers.”

It is for these reasons that Bossers & Cnossen jumped at the chance of working with Intel and long-standing customer Hanze UAS on an Intel vPro technology<sup>1</sup> activation project.

### Sprawling infrastructure

Hanze UAS is located in Groningen in the Netherlands. It has over 25,000 students from all over the world, enrolled in numerous international programs, from chemical engineering to applied psychology and fine arts.

It is spread across several locations – the main Zernike Campus site near Groningen comprising four main buildings, four additional locations in the center of Groningen, plus three more sites in Amsterdam, Assen and Leeuwarden. The university’s IT/AV department is tasked with managing clients, networks, and servers across these different locations, as well as running a central IT/AV helpdesk.



## Bossers & Cnossen stands to benefit from additional revenue thanks to Intel® vPro™ technology

On the client side, the IT department is responsible for managing and maintaining 4,100 desktops used by students and administrators, as well as for maintaining 200 more unmanaged laptops used primarily by teaching staff. It manages the desktops using the LANDesk Management Suite\*, but limitations with this software make managing the sprawling client infrastructure time-consuming and costly.

To compound this matter, the IT department must ensure it charges the right department for managing and maintaining desktops. It keeps track of this using an in-house tool called TargetWizard\* – but again, there are limitations with this software. For example, there would be no way of knowing if a desktop had been moved from one department to another. Hanze UAS was hoping that the hardware-assisted manageability features of Intel vPro technology would help it to resolve these issues.

### Activating Intel® vPro™ technology

Jeroen van der Pluijm, manager of service planning at Hanze UAS, explains: “We installed our first desktops with Intel vPro technology back in 2007. We always wanted to take advantage of its remote management capabilities, but for simplicity’s sake decided to wait until all our desktops had processors with Intel vPro technology. We reached that stage a few months ago as the last of our old desktops were replaced with new HP models powered by 2nd generation Intel® Core™ i5 vPro™ processors.”

He continues: “We got in touch with Bossers & Cnossen, who together with Intel helped us run a proof of concept on six desktops. This was designed to showcase the benefits of Intel vPro technology to the Hanze

UAS IT team and also to explain to us how it works and how best to activate remote management capabilities across our entire desktop fleet. The information we got from Bossers & Cnossen and Intel was invaluable, helping us to achieve activation across 95 percent of our desktops in just four weeks.”

### Benefiting remotely

Intel vPro technology enables the Hanze UAS IT department to switch desktops on and off remotely from the management console. This has several benefits: first, it reduces energy consumption since desktops are switched off when they are not in use; second, it makes it easier for Hanze UAS to meet the terms and conditions of its insurance policy which state that all desktops and peripherals must be switched off overnight; and third, it enables the IT department to switch on desktops 10 minutes before lessons start so students don’t waste time waiting for their computers to boot.

Remote management capabilities also allow the IT department to quickly deploy security patches and software upgrades across all PCs. Since Intel vPro technology is embedded into the hardware, technicians are also able to diagnose hardware problems remotely and resolve more issues from the central helpdesk, reducing the number of desk-side visits. This saves valuable time, reduces downtime, and improves the end-user experience. Hanze UAS also plans to record event logs into the Intel vPro technology capability, enabling them to record and analyze them centrally.

### Maintaining an advantage

By working with Intel on this project, Bossers & Cnossen gained first-hand experience of a large-scale Intel vPro technology activation. Kommandeur explains: “This project enabled our consultants to get hands-on experience with an Intel vPro technology activation and the benefits this can bring to a large, not-for-profit organization like Hanze UAS. They

### Spotlight on Bossers & Cnossen

Founded in 1987, Bossers & Cnossen is one of the largest hardware and IT service providers to not-for-profit and private enterprises in the north of the Netherlands. It designs, delivers, installs, and manages IT infrastructures for organizations with 50 or more users. These environments include workstations, servers and storage, data communications, printing and scanning, sound and vision, and Web development.

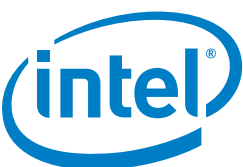
will now be better able to build a business case and advise other customers in similar situations.”

With regard to Hanze UAS, Bossers & Cnossen now stands to benefit from an additional revenue stream from installation services thanks to Intel vPro technology. “When we buy a new round of desktops, Bossers & Cnossen have to send them to us to install the images centrally, so it then makes sense for us to install the machines as we have them on site. However, Intel vPro technology makes it possible for us to install the images remotely. This means Bossers & Cnossen could now take charge of installing the desktops, as well as provisioning them, while we install the images remotely,” says van der Pluijm.

Bossers & Cnossen hopes to replicate this sort of project to sell additional value-add services to both existing and future customers. This is a key component of its strategy to increase revenues from services in the face of diminishing returns from hardware sales.

Hanze UAS now plans to work together with Bossers & Cnossen to investigate the potential benefits of Intelligent desktop virtualization and the areas where it would bring business advantage. Intelligent desktop virtualization and Intel vPro technology together can maximize the outcomes of centralized management and delivery without compromising the user experience and mobility.

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<sup>1</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>.

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