CASE STUDY
Intel® Core™ i7 vPro™ Processor
Intel® Active Management Technology (Intel® AMT)
Digital Signage
Digital View Zone

Incorporating Intel® AMT into Digital View Zone*

Samsung SDS deploys an Intel® Core™ i7 vPro™ processor-based platform that allows for a more stable remote management of its digital signage system

SAMSUNG SDS

As a global ICT provider, Samsung SDS uses an Intel® Core™ i7 vPro™ processor-based platform that supports Intel® AMT. The use of an Intel Core i7 vPro processor-based platform for the Digital View Zone system management reduces costs. Samsung SDS will expand the deployment of the platform to establish effective and efficient management systems.

CHALLENGES

- **Need for remote management system**
  Samsung SDS used the Wake-on-Lan* (WOL*) program to power its Digital View Zone in Hyehwa Station on and off at a set time. If the power were off due to a malfunction of the system, the WOL program could not control the power and an IT technician would have to visit the site to fix the system. This is inefficient in terms of cost and time.
- **Fast troubleshooting**
  Digital signage in the Digital View Zone is seen by 2.64 million passengers per month at Hyehwa Station. If a malfunction or failure of the digital signage is not promptly resolved, customer satisfaction drops, and so does advertiser satisfaction. Therefore, fast troubleshooting is vital to managing the system.

SOLUTIONS

- **Intel Core i7 vPro processor-based platform with Intel AMT**
  Samsung SDS adopts an Intel Core i7 vPro processor-based platform with Intel AMT for the agent that manages the Digital View Zone system at Hyehwa Subway Station of Seoul Metro.

IMPACT

- **Uniform and systematic remote control**
  By integrating an Intel AMT-supported platform based on the Intel Core i7 vPro processor with the agent that controls the Digital View Zone system management, Samsung SDS can now remotely control the system's power from Samsung SDS's digital media cloud center outside of Seoul Metro, saving personnel resources previously allocated for an emergency.
- **Quicker troubleshooting**
  With more than 90,000 passengers, as well as dust in the station, the Digital View Zone system occasionally failed. However, incorporating an Intel AMT-supported platform based on the Intel Core i7 vPro processor facilitates remote, prompt troubleshooting.

Introduction

As one of the global market segment leaders in information and communications technology (ICT) services, Samsung SDS requires a remote management system to provide stable maintenance and to allocate resources for the operation of the Digital View Zone in Hyehwa Subway Station of Seoul Metro. To efficiently manage the system, Samsung SDS uses an Intel Core i7 vPro processor-based platform that supports Intel AMT. The service response time and operating costs are reduced as a result of its deployment.

Maximized work efficiency with the faster remote diagnosis, recovery and repair of the system

Need for uniform and fluid management of system

As a global ICT service provider, Samsung SDS installed Digital View Zone at Hyehwa Subway Station of Seoul Metro. With the existing management method, IT technicians had to visit the site and reset the system or re-initialize the software to fix a failure or malfunction in the system. Considering the time to mobilize IT technicians in heavy traffic and the time to correct a problem, the previous method was inefficient and caused low customer satisfaction. Also, the cost incurred during the repair was another issue for which Samsung SDS needed a solution.

Implementing of an efficient management system

To find a solution to maximize the efficiency in management of Digital View Zone, Samsung SDS implements an Intel AMT-supported platform with Intel Core i7 vPro processor into the agent that manages the Digital View Zone system. If a failure or malfunction of the system is detected, the system power can be remotely controlled with the AMT-supported platform with the Intel Core i7 vPro processor.

Before implementing Intel AMT, Samsung SDS used the Wake-On-Lan (WOL) program that automatically turns the power on and off at a set time to manage the Digital View Zone system in Hyehwa Station, which has a large amount of foot traffic. The system sometimes failed or malfunctioned due to so many users. This caused complaints from both customers and advertisers. The WOL program cannot control the power of a failed system, and IT technicians had to visit the site to handle repairs. This method is costly in both time and money, which led Samsung SDS to select an Intel AMT-supported platform with the Intel Core i7 vPro processor. After its implementation, the Samsung SDS can remotely control system power in the event of a failure in the WOL program. IT technicians no longer need to visit the site to repair a system failure or malfunction.

Maximized work efficiency via fast troubleshooting

Incorporating an Intel AMT-supported platform with the Intel Core i7 vPro processor has reduced costs. Samsung SDS is planning to expand the implementation of the platform to build an efficient system.

"Remote and rapid diagnosis, recovery, and repair of the system are possible with the implementation of an Intel® AMT-supported platform with the Intel Core i7 vPro processor. I am very satisfied with the fact that we can provide quality services for our customers, not to mention the cost savings."

Gwangjin Suk,
Deputy General Manager,
Samsung SDS

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SOLUTION PROVIDERS

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