



Management hotline

Leading Spanish IT reseller turns to Intel® Core™ vPro™ processor family to launch new managed PC services for small and medium businesses



INFORMÁTICA

El Corte Inglés

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Alfonso de la Peña
Consultant
Informática El Corte Inglés

CHALLENGES

- **Growing needs.** Informática El Corte Inglés noted a rising demand among small and medium businesses in Spain for remote PC and laptop management
- **Economic pressure.** Due to adverse economic conditions, many companies were drawing in their financial horns and reducing technology spending

SOLUTIONS

- **Existing expertise.** The technology reseller already had considerable experience with remote PC management at the enterprise level
- **Technology cascade.** It decided to use the Intel® Core™ vPro™ processor family¹ to launch a new managed office service for smaller businesses
- **Direct connection.** Intel Core vPro processors provide a dedicated management channel to remote desktop PCs and laptops

IMPACT

- **Instant benefits.** The Intel vPro technology-based service provides end users with immediate remediation of PC problems and regularly scheduled software and security updates
- **New business.** The service provides Informática El Corte Inglés with a new line of business and a new revenue stream

Sweeping presence

Informática El Corte Inglés is one of Spain’s largest technology consultants, falling under the umbrella of El Corte Inglés, a consolidated group of companies. El Corte Inglés is best known as one of the leading retailers in Spain, but the technology consultancy also has a well-established reputation in its own right.

Overall, it provides consultancy, information and communication technology (ICT) solutions and outsourcing services to large companies and the public sector. With a strong presence in Europe and Latin America, the company provides services across seven divisions: managed office, tools expert center, e-business, enterprise content management, customer relationship management and business intelligence, enterprise resource planning, and software asset management.

The Managed Office Division provides a wide range of ICT services for over 200 organizations with a total of 325,000 managed users and 2.5 million managed devices. It offers 24x7 support in Spanish, English, Portuguese, Czech, or Slovak. Clients range from utility providers to transport systems and media companies.

New demands

Informática El Corte Inglés noted a need in the small and medium-sized marketplace for managed services for desktop PCs and laptops. Alfonso de la Peña, consultant for Informática El Corte Inglés, said: “There is a large demand from smaller companies for a managed service that provides PC and laptop management. These companies are in the business of business, and while IT is clearly important for them because it helps the business run, it’s usually a secondary consideration.



The ultimate tool for remote PC management

"In practice, this means their equipment sometimes doesn't perform optimally because software upgrades are not carried out, or their systems become vulnerable because security updates are applied later rather than sooner. Or, if these maintenance tasks are carried out on time, it is sometimes viewed as distracting from the main goal of running the business."

Based on its experience in the enterprise sector where it remotely manages approximately 400,000 PCs, Informática El Corte Inglés wanted to use Intel Core vPro processors to offer a managed office service specifically for SMEs.

Remote technologies

Intel vPro technology is a set of security and manageability capabilities built into the Intel Core vPro processor family. Intel® Active Management Technology (Intel® AMT) is a component of Intel Core vPro processors that provides a dedicated management channel for device maintenance by remote control, regardless of whether the machine is powered on or whether an operating system is installed or functional².

Alfonso de la Peña adds: "The growing need among SMEs for remote management was also a great opportunity for Informática El Corte Inglés to launch a new business line. We believed we could transfer our experience with Intel Core vPro processors at the enterprise level and provide certain functionality to business PCs at the SME level to monitor, maintain, update, upgrade, and repair PCs remotely."

In order to launch the new service, Informática El Corte Inglés, needed to gain access beyond

a company's Internet connection and behind a firewall or asymmetric digital subscriber line (ADSL) router to provide the remote management services. One of the unique features of Intel AMT is Client Initiated Remote Access (CIRA). This feature enables desktop PCs and laptops to be securely managed over the Internet by connecting the PCs and laptops that are being managed with a management console, via a secure encrypted tunnel³.

Hotline

CIRA provides a direct link to desktops and laptops. An Intel vPro technology-enabled gateway sits in a network demilitarized zone, notifying the management console that the computer is requesting a connection. The connection is made and the management console can carry out the required tasks whether they are software updates, security upgrades, asset inventory, or other tasks.

"Even if a machine crashes and the operating system is no longer operational, you can enter the BIOS and initiate a connection. Intel vPro technology is a great tool for remote PC management," adds De la Peña.

Consequently, Informática El Corte Inglés launched a managed office service for SMEs based on desktop PCs and laptops powered by the Intel Core vPro processor family. The service includes remote management for both PCs and laptops so customers can choose what is most relevant to them. In the coming months, the service will also include Business Ultrabook™ devices.

From the client's perspective, the 24-hour, fixed-fee service offers total control over PCs and immediate response to any maintenance or operational issues. Software upgrades and security updates are taken care of automatically. Should any hardware problems arise, Informática El Corte Inglés can provide an immediate diagnosis, with repairs or replacement following as soon as possible.

Spotlight on Informática El Corte Inglés

Informática El Corte Inglés is an information and communication technologies (ICT) company in the El Corte Inglés Group. It specializes in technological consulting, ICT solutions, and outsourcing to large and medium-sized companies as well as to public sector organizations. Some of the industry verticals it works in include consumer packaged goods utilities, distribution and transportation, media and entertainment, and professional services. It focuses on providing innovation to enable new, efficient business models and works with some of the world's best known technology companies.

Great expectations

For Informática El Corte Inglés, the Intel Core vPro processor family has provided a new line of business and revenue streams that have potential for enormous growth. The service has initially been launched in Spain, but in all likelihood will also be rolled out to other territories in time.

The benefits for small and medium businesses are straightforward and compelling. They can concentrate on running their businesses without time-consuming or technical distractions. Thanks to the managed office PC service the PC infrastructure operates at optimal efficiency, galvanized by the highest levels of security and is consistently upgraded with the latest software updates.

Alfonso de la Peña said: "There are thousands of small and medium businesses in Spain that will benefit from this managed office service. It's too early for Informática El Corte Inglés to talk about return on investment, but we are feeling extremely positive about the growth of this new service."

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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® Active Management Technology (Intel® AMT)** Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup and configuration. For more information, visit <http://www.intel.com/content/www/us/en/architecture-and-technology/intel-active-management-technology.html>.

³ **Client Initiated Remote Access (CIRA)** Client Initiated Remote Access may not be available in public hot spots or "click to accept" locations. For more information on CIRA, visit <http://software.intel.com/en-us/articles/fast-call-for-help-overview>.

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