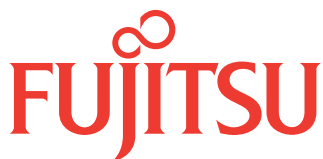


A Master Class in Remote PC Management

Fujitsu uses expertise in the Intel® vPro™ platform to optimize customers' activation projects while lowering ongoing costs



"Whatever the make and model of laptops and desktops our customers choose, we always recommend that they purchase devices powered by Intel® Core™ vPro™ processors. Activation of the remote management capabilities of this platform is an important part of the deployment process."

F. Javier Lainez,
Microsoft Services director,
Fujitsu

CHALLENGES

- **Maintain reputation.** Uphold position as leader in delivering advanced PC environments
- **Support many users.** Run deployment and ongoing management, using Intel® vPro™ technology, of up to 50,000 devices, scattered across Spain and beyond
- **Deliver great service.** Respond quickly and effectively to customer requirements while providing reliable and comprehensive security and software updates

SOLUTIONS

- **Strong methodology.** Fujitsu runs a proven desktop implementation process with customers, recommending they activate Intel® vPro™ platform¹ features
- **Flexible approach.** Customers can request additional bespoke elements, enabled by tailorable Intel® technology
- **Ready for the future.** Remote management capabilities enable ongoing PC support and maintenance and facilitate deployment

TECHNOLOGY RESULTS

- **Power savings.** Remote power-on and power-off enable customers to save on energy costs. One customer cut its annual power bill by 18 percent
- **Remote fixing.** Security and software updates as well as troubleshooting can be carried out remotely, reducing the cost involved in site visits by the Fujitsu team
- **Faster response.** Employees' IT issues can be resolved faster, wherever they are based

BUSINESS VALUE

- **Richer customer engagement.** Fujitsu can build ongoing relationships with its customers thanks to the ability to offer outsourced remote PC management
- **More revenue opportunities.** Additional services offered through the remote management model create more business opportunities for Fujitsu

A Plethora of PCs

The third-largest IT company in the world, Fujitsu offers its customers (among many other things) a range of services and support models. These range from initial system design and implementation to ongoing outsourced information and communications technology (ICT) system management and maintenance. The organization first moved into the Spanish market segment in 1973 and since then it has built a reputation as a leader in ICT innovation in the region. It works closely with many customers to help them take advantage of the Intel vPro platform to:

- Reduce operations efforts through ongoing automation
- Increase power efficiency and drive a green computing environment
- Improve service levels, reduce time to repair, and automate business recovery

One of Fujitsu's specialties in Spain is the deployment, integration and management of large, advanced desktop PC environments. With many customers in the financial services industry, this expertise gives the company a competitive advantage that it wants to keep. F. Javier Lainez, Microsoft Services director, Fujitsu explains: "Our customers in this space include some of the largest banks in Spain. Between them, that's about 50,000 PCs managed using Intel vPro Technology. By their nature, banks have multiple branches spread across the whole country, so managing such a large PC fleet is a daunting task for them. They particularly value any services we can offer them that can ensure all devices are kept running effectively, securely and efficiently."



Fujitsu delivers energy-saving PC management solutions to leading banks using the Intel vPro platform

Of course, being physically on-site for every customer requirement is impractical, and would result in a prohibitively expensive PC management model for Fujitsu's customers. It must therefore make use of the best technology available to enable it to carry out maintenance and troubleshooting remotely, without compromising the quality of service it delivers.

The Right Management Mix

Fujitsu's many years of experience working on PC fleet management projects have enabled it to develop a tried and tested methodology for new deployments. "We typically go through a similar process with all our customers to get them up and running," says F. Javier. "Whatever the make and model of laptops and desktops they choose, we always recommend that they purchase devices powered by Intel® Core™ vPro™ processors. Activation of the remote management capabilities of this technology is an important part of the deployment process."

Where customers have specific requests that deviate from the standard process, Fujitsu works with them to carry out whatever adaptations need to be made. "The fact that we can make alterations or enhancements to the Intel technology we're using is a big advantage as it means we can offer complete flexibility to meet our customers' needs," comments F. Javier. For example, one customer asked for a centrally-managed solution that turned on all computers at a specific time each day using Intel® Active Management Technology (Intel® AMT)². Fujitsu developed this program using Intel AMT AlarmClock functionality and an Intel® Software Development Kit (SDK). This was then distributed to all the PCs across the bank's networks in order to make it manageable centrally.

More Efficiency, Less Energy

Upon completion of the deployment phase, Fujitsu finds that the potential of the Intel vPro platform comes into its own. A central Fujitsu team uses the remote management capabilities of the technology to power-on PCs across a customer's environment and carry out software updates and security patches. It is also able to remotely access a user's device on demand to troubleshoot any issues and get the employee working productively again as quickly as possible – much faster than if a site visit had been required.

"By using remote management technology to offer these outsourced services to our customers, we can prolong the relationship beyond implementation," reflects F. Javier. "This means much greater revenue opportunities for Fujitsu as well as enhanced quality of service and peace of mind for our customers."

The team at Fujitsu has found that the most valuable advantage of using the Intel vPro platform is that it can power-on PCs remotely, and turn them off again as well. "All of our customers prioritize energy savings so being able to make sure we're turning machines off when they're not in use is very important for them," says F. Javier.

For customers that have tens of thousands of devices, reducing the hours each device is turned on can result in significant power and cost savings. One customer is the fifth largest banking group in Spain, with more than 2,500 branches in several countries. With 17,000 PCs in place, all managed remotely using the Intel vPro platform, it has realized an 18 percent reduction in the annual cost of power consumed. Only through the Intel vPro platform's remote power-on and power-off feature was this possible.

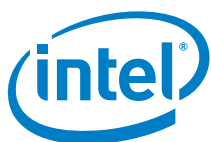
Lessons Learned

Fujitsu realizes the importance of taking a flexible approach to solving its customers' challenges, while using the best available resources. It regularly combines its own expertise in running PC fleet deployments and management projects with some of the industry's leading technologies and tools, such as Microsoft System Center Configuration Manager* and Intel Core vPro processors. By combining established best practices with the flexibility to respond to individual customer requests, it can ensure every project meets its energy-saving and manageability objectives.

Another cost saving for the customer is driven by the fact that, with so many PC management tasks possible remotely, Fujitsu employees no longer need to travel to customer sites so often. Cutting travel time and expenses helps reduce the desktop management costs passed on to Fujitsu's customers, while enabling Fujitsu to support, help and resolve issues for many more customers than before.

The Next Step

Being an industry leader means there's never time to bask for too long in your success. Fujitsu knows that as new technologies and tools continue to emerge, the services it offers its customers must keep evolving as well. It is already looking ahead to the next major developments such as the launch of the Microsoft Windows® 8 operating system. "There will be large migration projects and other initiatives on the cards for our customers as the marketplace moves forward, but we are confident that we can maintain our position of expertise and that the Intel vPro platform will be there to help us make our customers' requirements take shape," concludes F. Javier.



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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** Security features enabled by Intel® Active Management Technology require an enabled chipset, network hardware and software, and a corporate network connection. Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. Setup requires configuration and may require scripting with the management console or further integration into existing security frameworks, and modifications or implementation of new business processes. For more information, visit <http://www.intel.com/technology/manage/iamt>.

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