CASE STUDY
Intel® Core™ i7 Processor
Financial Services
Mobility in the Enterprise

Swiss Mobiliar chooses Intel® Core™ i7 processors to boost endpoint efficiency

Intel® processors offer improved performance, connectivity, security and lighter devices

Swiss Mobiliar is Switzerland's oldest private insurance company. It has operated on a mutual basis since it was founded in 1826. Eighty independent general agencies with their own claims service serve over 1.5 million customers. Providing employees with effective, efficient IT tools is a critical factor for the company's success, so when the decision was made to refresh all computers, the company chose notebooks with Intel® Core™ i7 processors. Swiss Mobiliar employees now benefit from improved computing performance, connectivity and security, as well as lighter devices. The result is greater productivity and higher user satisfaction.

Swiss Mobiliar
Insurance & Pensions

"We decided to standardize all our notebooks, adopting a mobile solution based on the Intel Core i7 processor. It's capable of satisfying the demands of all of our employees, from top management, through to claims inspectors, office workers and the sales force, who now carry out up to four to six customer visits per day with the new notebook."

Christoph Bigler
Senior Project Manager
Swiss Mobiliar

CHALLENGES

- **Improved productivity.** Swiss Mobiliar wanted to provide employees with faster and more secure notebooks offering the best connectivity, anytime and anywhere
- **Meeting demands.** The notebooks had to be able to satisfy the needs of all employees including top management, claims inspectors, office workers and the sales force

SOLUTIONS

- **Total refresh.** Swiss Mobiliar replaced all of its 5,000 notebooks and desktops with new notebooks from Lenovo powered by Intel Core i7 processors, running the Microsoft Windows* 7 operating system (OS)
- **Solid State.** The notebooks for the claims inspectors and sales force, around 1,000 in total, are equipped with Intel® Solid-State Drives (Intel® SSDs) offering even greater performance
- **Greater security.** To guarantee 24/7 connectivity with the highest level of security, Swiss Mobiliar rolled out a unified communication and collaboration (UCC) system protected with smart cards and PINs

IMPACT

- **Faster start-up.** Notebooks, in particular those equipped with Intel SSDs, boot up in less than two minutes, three to four times faster than before. Similarly, restart time from standby has been halved[1]
- **Better connectivity.** Stable, secure connectivity is guaranteed at all times
- **More productive.** Employee productivity has improved significantly

Computing is critical

Swiss Mobiliar can look back on a long and successful history. Founded in Berne in 1826, it is the oldest private insurer in Switzerland. Still focused on Swiss and Liechtenstein market segments, its head office is in Berne, Switzerland, while its life insurance business is run from Nyon, Switzerland. These are its operational centers. However, more than half the Group's workforce is based at one of over 80 general agencies located throughout Switzerland.

The general agencies are independent entrepreneurial units. As small or medium-sized enterprises with up to 70 staff, they form an integral part of their local economy. They provide advice and services to customers from their region from initial enquiry through to settlement of claims. This makes for close and long-term relationships.

The Group's product range extends from property, liability and vehicle to life insurance. An all-line insurer, Swiss Mobiliar is the market segment leader in Switzerland for household contents, business and pure risk health and life insurance, as well as the reinsurance of pension funds. Around 1.3 million people currently count on Swiss Mobiliar.

Intel® Core™ i7 processors support continually evolving business

Providing employees with state-of-the-art, high-performing computing devices is a critical factor in the company's operation and success. A couple of years ago, Swiss Mobiliar embarked on a project to replace its existing client infrastructure, both desktops and notebooks. A general decline in performance levels, together with a rise in user complaints were the key drivers.

Careful benchmarking

"The fundamental goal," says Christoph Bigler, senior project manager at Swiss Mobiliar, "has been on standardization, replacing all the desktops and notebooks present in the company (about 5,000 distributed over our general headquarters and 80 agencies) with a single mobile solution capable of satisfying the demands of all of our employees, from top management, through to claims inspectors, office workers and the sales force.

"Given the range and scope of the project, we did extensive benchmarking in order to choose the most suitable solution in terms of performance, connectivity, battery life, security and portability, as well as design and manageability. Our evaluation showed that Lenovo notebooks powered by Intel Core i7 processors were best able to meet these needs.

"The sales force had the most demanding needs of all of our users in terms of rapid boot-up, restart, and running complex applications with a significant graphics component," says Bigler. "It's for this reason we decided to equip their notebooks with Intel SSDs." With no moving parts, Intel SSDs are a high-performance hard drive alternative, offering great reliability and storage.

"Another important factor, especially for our people who are constantly on the move, was the need for 24/7 connectivity. To meet their needs we implemented a UCC system security protected with smartcards and PINs. Finally, the extended battery slot comes in very handy to avoid power loss while working remotely."

Tangible benefits

The deployment of the new computers began in May 2012 and was set to run to a very tight schedule. To achieve the given deadlines, 300 new notebooks had to be delivered each week.

"The choice of Intel Core i7 processors was the main reason for the success of our project," says Bigler. "The CPU represents the brains of the notebook and supports our continually evolving business as effectively as possible."

One of the main strengths of the Intel Core i7 processor is Intel® Turbo Boost Technology[2], which provides even more performance when needed. It automatically allows processor cores to run faster than the base operating frequency if they're operating below power, current, and temperature specification limits.

Intel® Hyper-Threading Technology[3] (Intel® HT Technology) uses processor resources more efficiently, enabling multiple threads to run on each core. As a performance feature, Intel HT Technology also increases processor throughput, improving overall performance on threaded software and of the system's multitasking applications in general.

Lessons Learned

Lenovo notebooks powered by Intel Core i7 processors, running a Microsoft Windows 7 OS were best able to meet Swiss Mobiliar's needs in terms of performance, connectivity, battery life, portability, design and manageability. For the sales force, notebooks running SSDs provided greater performance and reliability, reducing boot-up time to less than two minutes and halving restart time from standby. A UCC system protected with smart cards and PINs guaranteed secure, 24/7 connectivity.

Significant benefits have been made in terms of performance increase: above all, the new notebooks equipped with Intel SSDs have drastically reduced boot-up time to less than two minutes, three to four times faster than before.

Restart time out of stand-by mode has been halved, partly due to the fact that second-generation Intel® Core™ processors are optimized for Windows 7, the OS that has replaced Windows XP at Swiss Mobiliar.

The replacement of the laptops and desktops, supported with an accurately planned training program, has been welcomed by the users. Furthermore, efficiency has been improved and downtime reduced.

"The new notebooks have satisfied everybody, from those who require three monitors side by side for their work, to those who are always on the move. They also offer the high level of security protection we require and are extremely easy to use," says Bigler.

"The success of this project is encouraging us to look even further ahead. We are now planning to take advantage of the remote management features of The Intel® vPro™ platform[4], which we expect will bring even more productivity benefits."

Find the solution that's right for your organization. Contact your Intel representative, visit Intel's Business Success Stories for IT Managers (**www.intel.co.uk/Itcasestudies**) or explore the Intel.co.uk IT Center (**http://www.intel.co.uk/itcenter**).

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[2] **Intel® Turbo Boost Technology** requires a system with Intel® Turbo Boost Technology. Intel Turbo Boost Technology and Intel Turbo Boost Technology 2.0 are only available on select Intel® processors. Consult your server manufacturer. Performance varies depending on hardware, software, and system configuration. For more information, visit http://www.intel.com/go/turbo

[3] **Intel® Hyper-Threading Technology (Intel® HT Technology)** requires an Intel® HT-enabled system, consult with your PC manufacturer. Performance will vary depending on the specific hardware and software used. Not available on all Intel® processors. For more information, including details on which processors support Intel HT Technology, visit http://www.intel.com/go/ht

[4] **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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