



Case Study

Intel® vPro™ Technology
Circle Computer Resources



Circle Computer Resources Reduces Deskside Visits by 90 Percent and PC Downtime by 83 Percent with PCs Based on Intel® vPro™ Technology

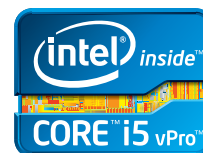
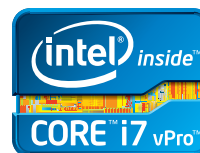
Reducing Costs and Increasing Revenue Sounds Great. With the Right Tools, Circle Computer Resources Actually Does It.

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—Shea Kelly, Director of Operations, CCR

Circle Computer Resources (CCR), an Iowa-based Managed Services Provider, is thriving by focusing on a value proposition that any business owner or manager understands. “We exist to lower our clients’ costs and increase their revenue,” explains Shea Kelly, director of operations at CCR. While that sounds like a simple approach, actually doing it takes drive and continual focus. “With the right tools and processes, we can both lower our clients’ total IT cost and increase their employees’ productivity and thus impact both their top line and bottom line,” Kelly says. “Because we do this with some regularity, we’re able to demonstrate it to clients and prospects in believable terms.” The evidence that CCR is succeeding with this model is pretty clear: the company is not only growing, but serves as the entire IT department for most of its managed services clients.

Having the right tools and processes in place is a matter of continual evolution and improvement. “To deliver the IT functionality that will best serve clients, you have to continuously improve their IT and business capabilities,” says Kelly. “So we are always exploring new tools and capabilities that will serve our clients’ best interests.” Among the tools that CCR is standardizing on are Intel® vPro™ technology-based¹ Lenovo desktop and laptop PCs. By managing these advanced platforms through their N-able N-central* management console software and using their built-in KVM Remote Control, the company has been able to significantly cut the cost of delivering services while at the same time improving their client’s IT experience. “vPro-based Lenovo PCs allow us to lower our cost and deliver better service”, says Kelly. “For all workstations, a vPro-based PC is now our standard.”



Using Advanced Tools to Deliver Better Managed Services While Cutting Costs

The advanced manageability and security features of Intel vPro technology allow CCR to significantly streamline a number of key PC management tasks within their existing management console software. This both reduces their cost and helps eliminate downtime and interruptions for PC users. The power of this solution has three elements:

- Increased abilities to monitor, manage, and repair PCs remotely² – regardless of power state or operating system health—that greatly reduce maintenance and management costs and increase the utilization of CCR’s personnel.
- Increased security capabilities that better protect the client’s critical data while reducing downtime.
- A standardized, energy-efficient platform that can meet the developing demands of the client’s business while reducing total cost of ownership (TCO).

These capabilities give CCR considerable advantages. “With vPro, we can offer more to clients, we can reach clients that are geographically distant, and our service costs are significantly reduced because we do fewer truck rolls,” says Kelly.

New remote capabilities that lower costs. The advanced remote capabilities of Intel vPro technology allow CCR to maintain and repair PCs more quickly and at lower cost, reducing deskside visits by 90%.³ This is true for both normal maintenance activities and problem resolutions. “vPro allows us to boot the system remotely and run diagnostics on it,” explains Kelly. “That alone prevents a diagnostic visit and accelerates whatever remediation needs to be done.” Not only does Intel vPro technology reduce the number of deskside visits, but it can also make those visits less costly. “We have a large client that we had to visit every morning for PC-related maintenance,” says Kelly. “With vPro-based systems, we can do much of that work remotely. This allows us to visit them less often and to send a more junior technician when we do. Ultimately, this can allow us to lower their cost for our services and make us more competitive.” For software and OS issues,

Lenovo PCs Based on Intel® vPro™ Technology Fit CCR’s Objectives as an MSP

CCR uses Intel vPro technology-based desktop and laptop PCs from Lenovo because Lenovo understands a key challenge: *quality*. “We built our own systems for a number of years, and then switched to pre-built white boxes,” says Shea Kelly, director of operations for CCR. “The main problem was always quality. If a white box builder has one component problem, then we have that problem times 100.” Kelly believes that Lenovo’s clear goal is to improve MSPs’ businesses. “Lenovo puts quality first in their designs,” says Kelly, “which is aligned with our goal of reducing the number of times we have to visit the PC. They’re more rugged, more business-class machines. Lenovo’s diagnostic tools are very good, and the performance of the machines is outstanding.”

the capabilities of Intel vPro technology can completely eliminate the need to go onsite. “We recently had a system with a disabled network card,” says Kelly. “Because it was a vPro machine, we were able to remote in and determine that the networking settings in the OS were disabled, and fix it immediately remotely. That matters when the average cost of a truck roll is \$100 and the client is waiting.” Overall, Intel vPro technology reduces CCR’s average time to resolve typical hardware problems by 60%.³

New hardware-based KVM is a breakthrough. Today’s Intel vPro technology-based PCs include KVM Remote Control⁴. Like software-based KVM tools, it allows technicians to remotely control the keyboard, video and mouse on a client’s PC. But unlike software-based KVM tools, KVM Remote Control connects easily, maintains the connection through reboot cycles, and gives the technician a “full GUI” view of the PC they are working on. “We really like hardware-based KVM,” says Kelly. “It gives us full access to everything, without going on site. We can get a ticket or a project done quickly and move on.” It also gives CCR more flexibility in scheduling work. “We can fix more problems on our schedule, particularly during evening hours.

Table 1. Delivering More to Clients Through Intel® vPro™ Technology

CCR’s deployment of PCs based on Intel vPro technology yields better IT functionality and lower service delivery cost³

Activity	Without Intel® vPro™ Technology	With Intel® vPro™ Technology	Improvement
Average time to resolve a hardware problem	150 minutes	60 minutes	Reduced 60%
Average time to resolve a software problem	60 minutes	45 minutes	Reduced 25%
Average amount of downtime per PC per month	30 minutes	5 minutes	Reduced 83%
Time to achieve 95% patch saturation	600 minutes	100 minutes	Reduced 83%
Deskside visits per month at a typical client	20	2	Reduced 90%

This means we don't have to work around the client's schedule. Also, because we don't have to leave our desks to, for example, reload an OS, we can multitask during the 45 minutes that the reload takes."

Better client experiences and improved account control. Because Intel vPro technology helps CCR respond more quickly to client issues, client's productivity and satisfaction are improved. "Our job is to worry about our client's bottom line," says Kelly, "so reducing downtime is a big deal. If our client's engineer or sales rep cost them \$75 per hour, then every hour of downtime costs a minimum of \$75. The cost impact of reducing that downtime is pretty direct. The fact that we can speak directly to this and show the client how vPro improves their bottom line gives us a competitive advantage." PCs with Intel vPro technology allow CCR to reduce average PC downtime by 83%, from 30 minutes per month to 5 minutes per month³. "Clients are very happy when vPro allows us to fix a problem right now, rather than schedule a service visit for the next day," notes Kelly.

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Built-in technologies that improve security and help lower clients' risk. Because CCR can reach machines that are powered down, security software updates are accomplished much more quickly, resulting in better client protection. "We spend a lot of labor hours on patching activities," says Kelly. "Being able to do it remotely saves us significant time and reduces the number of machines we have to chase." Kelly estimates that Intel vPro technology can reduce the time it takes CCR to patch 95% of the machines in a given population by 83%³. In addition, Kelly is looking forward to using Intel vPro technology's integrated Anti-Theft Technology, which automatically disables a laptop once it's been lost or stolen and allows CCR to quickly re-enable a PC that's been recovered⁵. "We're very interested in offering this added protection to our clients," he says.

Increased revenue. The advanced capabilities of PCs with Intel vPro technology help CCR increase revenue in a number of ways. "vPro-based PCs make us much more efficient," says Kelly, "by allowing us to manage PCs at a lower cost. In turn, we can pass that savings on to clients, which makes us more competitive. Also, because we can manage more PCs per technician, growing our business becomes easier." Intel vPro technology also makes it practical for CCR to take on

N-central* Fuels Managed Services

N-central from N-able Technologies is the leading remote monitoring and management platform deployed globally by Managed Service Providers (MSPs) servicing the small and midsize business market. In addition to providing full support for the capabilities of Intel® vPro™ technology, N-central accelerates growing managed services businesses with unique offerings:

Unparalleled business support. N-able's state-of-the-art knowledge management portal provides the training, tools, and materials you need to build a profitable, high-value managed services business.

A low-risk, proven solution. N-central is deployed by 2,000 MSPs to monitor and manage 25,000 remote networks.

Powerful PC and server management features. A comprehensive set of remote management tools provides the core functionality that all MSPs require to manage clients effectively and deliver more than 90% of services remotely.

Lowest cost of service delivery. The combination of N-central, best-practice tutorials, Automated Configuration Management, and Remote Support Manager reduces your cost of service delivery.

Agent and Agent-less monitoring. Only N-able offers the flexibility of both agent- and probe-based network monitoring, allowing you to select the most efficient way to manage your client's environment.

Available as an on-premise or hosted solution. N-able's remote monitoring and management technology is offered both as a platform and as a hosted subscription service, allowing you to pick the option that best fits your needs.

For more information on N-central, visit www.n-able.com.

clients that are far away. "With vPro, we can reasonably support someone, say, in Las Vegas," says Kelly. "It opens new doors and new markets to us."

Delivering Increased Margins and Competitive Advantage

According to Kelly, Intel vPro technology's capabilities are resulting in higher margins and a competitive advantage. "By reducing the number of onsite visits and increasing our technicians' ability to multitask, vPro improves our margins," he explains. "By reducing our clients' downtime

and allowing us to increase our impact on their productivity and bottom line, it gives us a serious competitive advantage. vPro is a great example of how we focus on continuous improvements to help our clients be more successful.”

For More Information

For more information on the benefits of Intel vPro technology for small and midsize businesses, visit <http://msp.intel.com>.

For more information on Circle Computer Resources, visit www.ccr.net.

For more information on N-able’s N-central management console software, visit www.n-able.com.

Overview of Intel® vPro™ Technology

Desktop, notebook, and tablet PCs based on Intel vPro technology, combined with a leading software management application such as N-able’s N-central*, provide unprecedented capabilities. These advances allow you to deliver more value to your managed services clients by helping them spend smarter, get more done, and be more secure.

- Remote diagnosis and repair reduce costly and time-consuming desktide and service depot visits by resolving problems and repairing PCs quickly from the console—even if the PC is powered off or in standby mode, is connected to a wireless network, or has a disabled OS.²
- Automated proactive alerts identify issues before they become problems or costly repairs. These include alerts about missing or disabled software, memory usage, hard drive health, fans, and power supplies.
- Secure remote power up and power cycling allow you to perform scheduled maintenance, backups, and monitoring after hours².
- Encrypted, remote security updates ensure that security patches are up to date and speed the deployment of critical patches, even to systems that are off or down.
- Remote asset tracking eliminates time-consuming manual inventory of hardware and software with remote inventory management, even if the system is off or down.

Solution provided by:



¹ 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 PCs with Intel® vPro™ processor technology include Intel® Active Management Technology (Intel® AMT). Intel® Active Management Technology requires the computer system to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications of implementation of new business processes. For more information, see <http://www.intel.com/technology/manage/iam/>

³ Source: Circle Computer Resources based on field testing performed during November 2011.

⁴ KVM Remote Control (Keyboard Video Mouse) is only available with dual-core Intel® Core™ i5 vPro™ processors and i7 vPro™ processors with Intel® Active Management technology activated and configured and with integrated graphics active. Discrete graphics are not supported.

⁵ Intel® Anti-Theft Technology—PC Protection. No computer system can provide absolute security under all conditions. Intel® Anti-Theft Technology requires the computer system to have an Intel® AT-enabled chipset, BIOS, firmware release, software, and an Intel AT-capable Service Provider/ISV application and service subscription. The detection (triggers), response (actions), and recovery mechanisms only work after the Intel® AT functionality has been activated and configured. Certain functionality may not be offered by some ISVs or service providers and may not be available in all countries. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof.

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