



Case Study
 Intel® vPro™ Technology
 Base 2 Information
 Technologies

Base 2 Information Technologies Uses Intel® vPro™ Technology to Help Drive 40% Annual Growth of Managed Services Revenue



The Right Tools – Including Intel vPro Technology-based PCs – Make the Managed Services Business Model Work

“Customers realize that when a PC is down, that employee cannot do business. With vPro, we’ve reduced the average downtime for a PC from 4 hours per month to 15 minutes.”²

*– Jay Muraglia, President,
 Base 2 Information
 Technologies*

It’s been one year since Base 2 Information Technologies made the shift to a managed services business model, and the company has no intention of looking back. According to Jay Muraglia, president of the company, a key factor in committing to a services model was the maturity of the available tools. “We’ve offered ‘services’ for a long time,” he explains, “but the number of things you could do cost effectively was limited by the available tools, and there weren’t easy ways to scale. It wasn’t true managed services.” In early 2008, Base 2 adopted N-able’s N-central* management console and is now pairing it with PCs based on Intel® vPro™ technology, including Lenovo x61* Tablet PCs. This solution offers comprehensive remote management and security capabilities that truly change the equation for Base 2 and their customers. “Now we are selling a total solution that builds our customer’s business and is head-and-shoulders above what we were able to offer before,” says Muraglia. “We are strongly positioned – and differentiated – as a proactive 24x7 total solution provider as opposed to the daytime IT guy.” The differences in both profitability and customer satisfaction are remarkable. “More and more customers are realizing they can’t afford the old break-fix approach,” Muraglia explains. “It detracts from their ability to do business and, in many cases, is more expensive.” At this point, Base 2 serves as the entire IT department for 80 of their 200 customers. “Our managed services revenue is growing and we are actively moving our people resources to support significant growth.”



Delivering More to Customers Through Intel® vPro™ Technology

Activity	Without Intel vPro Technology	With Intel vPro Technology ²	Improvement
Average time to resolve a hardware problem	90 minutes	30 minutes	Reduced 66%
Average time to resolve a software problem	60 minutes	15 minutes	Reduced 75%
Average amount of downtime per PC per month	4 hours	15 minutes	Reduced 94%
Time to achieve 95% patch saturation	8 hours	2 hours	Reduced 75%
Deskside visits per month	100	40	Reduced 60%
Power cost savings per PC over 3-year life span	\$0	\$535	TCO lowered by \$535

Base 2's deployment of PCs based on Intel vPro technology yields better IT functionality and lower service delivery cost

Helping Customers Do More and Spend Smarter

The advanced manageability and security features of Intel vPro technology are a major factor in the solution that Base 2 offers. "Using PCs based on vPro and leveraging the vPro support in N-central changes to whole services landscape," says Muraglia. "It gives us a common foundation to build efficient services from. It replaces the old disparate tools with one central tool kit that has far more capabilities."

The power of this solution has four elements:

- Increased abilities to monitor, manage, and repair PCs remotely – regardless of power state or operating system health¹ – that greatly reduce maintenance and management costs and increase the utilization of Base 2's personnel.
- Increased security capabilities that better protect the customer's critical data while reducing downtime.
- Advanced, flexible notifications that can prevent developing issues from becoming disruptive problems, thus significantly reducing customer downtime.
- A standardized, energy-efficient platform that can meet the developing demands of the customer's business while reducing total cost of ownership (TCO).

At this point, all new systems sold by Base 2 are Intel vPro technology based. "A vPro system lowers our service delivery cost and allows us to deliver more service value to our customers," says Muraglia.

Advanced remote capabilities that significantly raise efficiency and lower costs. The advanced remote capabilities of Intel vPro technology allow Base 2 to resolve customer problems more quickly and at lower cost. "We've always had the capability to remotely control a desktop when the user had a software problem," notes Muraglia, "but it involved downloading a client utility and struggling with firewalls. With vPro, we can see their system, desktop or laptop, immediately and without interaction with the end user. We can see exactly what the problem is right away." Even if the operating system is hung or the PC is powered off, Base 2 can still reach and remediate the system. "Our average time to resolve a software problem has gone from 60 minutes to 15 minutes,"² says Muraglia. Hardware problems are also much easier to diagnose. "Even if a hard drive goes down, we can reach the machine, boot to a remote image, and diagnose from there. You could never do this remotely before vPro." Base 2's average time to remediate a hardware problem has gone from 90 minutes to 30 minutes.² "The truck roll alone can cost us two hours of a technician's time," notes Muraglia.

These remote capabilities also extend Base 2's geographical reach and allow them to serve a larger market. "Some of our customers are three hours away," says Muraglia. "Without vPro, serving them would not be feasible. We can now offer managed services to very remote places."

An improved customer experience with less downtime.

"Customers realize that when a PC is down, that employee cannot do business," says Muraglia. "With vPro, we've reduced the average downtime for a PC from 4 hours per month to 15 minutes."² The Intel vPro technology plus N-central solution greatly reduces PC downtime three ways. First, proactive monitoring of network

and PC conditions such as hard disk health, system temperatures, and memory usage helps Base 2 to identify and remediate many issues before they cause downtime. Second, when a PC does go down, the advanced hardware-based capabilities of Intel vPro technology allow Base 2 to fix the problem and get the PC user back to work faster. And third, vPro's ability to move maintenance activities (such as software updates) to after hours means less interruptions during the work day. "Many of our customers are in businesses that require their PCs to be always up, regardless of location," says Muraglia. "We've re-imaged laptops for customers traveling on the other side of the globe. That kind of capability tends to differentiate you."

Built-in technologies that improve security and help lower customers' risk. Because Base 2 can reach machines that are powered down, security software updates are accomplished much more quickly, resulting in better customer protection. "The ability to do critical updates very quickly is outstanding," says Muraglia. The time it takes Base 2 to achieve a 95 percent patch saturation has gone from 8 hours to 2 hours.² "This also saves us time and money, since we don't have to babysit patches," he notes. "Our vPro plus N-able solution reaches more machines and tells us what hasn't been patched via e-mail. We can promote these cost savings to customers."

The extensive remote capabilities of Intel vPro technology have reduced Base 2's desktide visits by 60%, from 100 per month to 40 per month.²

A standardized infrastructure that lowers cost and supports growing needs. Annual support costs for a PC rise by up to 50 percent from the third year to the fourth year of a lifecycle.³ Base 2's deployment of PCs based on Intel vPro technology helps their customers reduce these costs. Not only do these systems help Base 2 deliver more efficient services, but they also provide Base 2's customers with the infrastructure they need to get more done using both today's and tomorrow's applications. These advanced PCs have the performance to handle today's demanding business applications and multitasking, as well as provide headroom for the future. In addition, their energy efficiency can yield substantial savings on energy costs.

Better utilization of key talent. Like any Managed Services Provider, Base 2's key asset is their people. Intel vPro technology helps them utilize their technicians and engineers more fully. "vPro makes our efficiency go through the roof," explains Muraglia.

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 1,300 MSPs who together generate more than \$360 million in annual revenue from 36,000 customers

Powerful PC and server management features. N-central delivers three tiers of powerful management – Core, Remote Support, and Remote Environment – that allow you to tailor your service delivery and deploy the most cost-effective approach.

Lowest cost of service delivery. The combination of N-central, best-practice tutorials, Automated Configuration Management, and optional Remote Support Manager reduce 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 customer's environment.

Available as a hosted or non-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.

"For example, you can see what you need to do before you visit the PC. On software problems, we often avoid the desktide visit altogether." The extensive remote capabilities of Intel vPro technology have reduced Base 2's desktide visits by 60 percent, from 100 per month to 40 per month.² That efficiency improvement is driving higher margins and customer satisfaction.

Mass power up/power down to reduce energy costs and protect business. With the ability to turn off groups of PCs after hours and then power them back up before the start of the next business day, Base 2 can now save their customers money through lower energy usage. "This gives us an additional value to offer our customers," says Muraglia. "We project an average energy cost savings of \$178 per PC per year, which is significant."² In addition to helping their customers spend smarter, Base 2 can use these power management capabilities to protect customers from rough weather. "We can power down systems during inclement weather to avoid damage from power outages or fluctuations."

A Competitive Advantage that Drives Growth

The capabilities of Intel vPro technology leveraging N-central is enabling substantial growth for Base 2. "vPro is helping us expand our customer base, both by significantly improving our staff utilization and by increasing our reach," says Muraglia. "We're looking at 40 percent growth this year. vPro makes that growth easier by helping us do more with our existing resources." It also solidifies Base 2's relationships with customers and prospects. "Using Intel vPro technology puts us one step ahead," notes Muraglia. "We can bring our customers something that our competitors are not even aware of yet. We're able to show the customer a higher value solution and position Base 2 as a more-capable provider."

For More Information

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

For more information on Base 2 Information Technologies, visit www.base2nc.com.

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 customers by helping them spend smarter, get more done, and be more secure.

- Remote diagnosis and repair reduce costly and time-consuming deside 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.¹
- 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 hours.¹
- 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:



¹PCs 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/>

²Source: Base 2 Information Technologies based on field testing performed during March 2009.

³New Insights on PC Management: Benefits of Controlled Hardware Diversity, Wipro Technologies 2004.

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