



Case Study
Intel® vPro™ Technology
Dempsey Bluevar



Growing MSP Increases Staff Utilization and Improves Margins

Advanced Tools—including Intel® vPro™ Technology—are Driving Significant Growth

“vPro is improving our margins by lowering the amount of resource required to support PCs—and at the same time enabling new revenue possibilities.”

*– Aaron Biehl,
Vice President of
Client Services,
Dempsey Bluevar*

On the way to building a strong managed services business, Dempsey Bluevar took a slightly different path. While many MSPs have their roots in hardware sales and break-fix services in the small and mid-size business (SMB) marketplace, Dempsey Bluevar’s background is in the enterprise market. One advantage of this is Dempsey Bluevar’s long history of seeing IT as a business accelerator. “We definitely have a background that views IT as a strategic tool,” says Aaron Biehl, Vice President of Client Services at Dempsey Bluevar. “As our focus shifted to managed services in the SMB market, that approach served us well.” That shift began in 2004 and accelerated over the next few years as new tools for the delivery of services to SMB clients appeared and matured. “Our shift to managed services was motivated by both the attractiveness of the SMB market and the availability of new tools—including Intel® vPro™ technology-based PCs and N-able’s N-central* management console software—that made the business model feasible,” explains Biehl. “The pieces have really come together.”



Lower Service Delivery Costs and Customer Costs with Intel® vPro™ Technology

Dempsey Bluevar is using Intel vPro technology-based PCs to lower their costs and their customer's energy usage.

Cost Driver	Without Intel vPro Technology	With Intel vPro Technology ³	Improvement
Average time to resolve a hardware problem	60 minutes	15 minutes	Reduced 75%
Average time to resolve a software problem	60 minutes	30 minutes	Reduced 50%
Average amount of downtime (per PC per month)	30 minutes	10 minutes	Reduced 66%
Number of deskside visits (per month at a typical customer)	15	5	Reduced 66%
Dollars saved through after-hour power-down (per PC per year)	\$0	\$150	\$150 savings per PC, per year

Source: Dempsey Bluevar

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 that allow you to deliver more value to your managed services customers.

- **Remote diagnosis and repair** reduce costly and time-consuming desk-side 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.³
- **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.

Dempsey Bluevar is now installing Intel vPro technology-based PCs as their standard client PC. "vPro gives us increased ability to manage desktops, especially remote abilities that we didn't have before," notes Biehl. "vPro is improving our margins by lowering the amount of resources required to support PCs—and at the same time enabling new revenue possibilities."

Taking Advantage of the Advances

The introduction of Intel vPro technology in 2006 was one of the key developments that Dempsey Bluevar believes is driving accelerated growth. "In delivering managed services, there's a tool to do everything," explains Biehl, "but vPro integrates it into the hardware, so you have fewer tools, better processes, and lower cost."

"Staff utilization is critical to delivering services profitably. vPro reduces the need for onsite visits, which means our technicians can get more done."

– Aaron Biehl, Vice President of Client Services, Dempsey Bluevar

PCs with Intel vPro technology have unique hardware-based management and security capabilities that extend N-central's functionality to further streamline PC management and increase security. They also deliver significantly higher performance improvement and greater energy efficiency.² Dempsey Bluevar is installing Lenovo desktop and notebook PCs with Intel vPro technology. "We partner with Lenovo because they are most supportive of our efforts," says Biehl. "Their performance is as good as any and their reliability is excellent."

Why Lenovo PCs based on Intel® vPro™ Technology?

Dempsey Bluevar's standard PC install is an Intel vPro technology-based PC, and whenever possible they use Lenovo desktops and notebooks. "We partner with Lenovo because they are most supportive of our business," explains Aaron Biehl. "90 percent of the PCs we sell are Lenovo. If there's an issue with a Lenovo product, they jump on it and fix it." According to Biehl, Lenovo's support is second to none and they are willing to go the extra mile. "The service level that we receive from Lenovo helps us maintain the service level that we must deliver to our customers."

The power of this solution has four elements:

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

"Our average time to resolve a software problem has been cut in half, from 60 minutes to 30 minutes."

— Aaron Biehl, Vice President of Client Services, Dempsey Bluevar

Advanced remote capabilities that significantly raise efficiency and lower costs. Dempsey Bluevar's Intel vPro technology-based solution allows them to remotely monitor, diagnose, and repair PCs—even if the PC is powered off or the operating system is disabled! "Staff utilization is critical to delivering services profitably," says Biehl. "vPro reduces the need for onsite visits, which means our technicians can get more done." At a minimum, a truck roll will cost Dempsey Bluevar \$150 and four to five hours of the technician's time. "At one of our typical customers, vPro-based PCs are reducing our desk-side visits from 15 per month to five per month," explains Biehl. "That increase in efficiency really lowers cost." With the Intel vPro technology

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 mid-sized business market. Deployed by more than 1,700 IT service providers worldwide and available as a hosted or on-premise solution, N-central is a complete, integrated toolset to automate your services and offer high-value managed services.

Unparalleled business, marketing and sales 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.

Ultra-fast remote control. N-central remote control allows busy IT service organizations to securely connect to customers' Windows* and non-Windows devices in mere seconds and start troubleshooting and fixing issues almost instantaneously—all done securely through a single Web-based management console.

Lowest cost of service delivery. N-central's complete, integrated toolset delivers unprecedented automation to dramatically 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.

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

plus N-central solution, hardware problems can be resolved more quickly—and often prevented. "The solution alerts us to many issues so that we can fix them before they become downtime," notes Biehl. "When we do need to resolve a hardware problem, vPro can either let us do it remotely or let us know what we need before we go onsite." The average time to resolve a hardware problem has dropped from 60 minutes to 15 minutes. Intel vPro technology gives Dempsey Bluevar a similar advantage in dealing with software problems. "vPro allows us to remotely control the PC, so we don't have to involve the end user," Biehl explains. "Our average time to resolve a software problem has been cut in half, from 60 minutes to 30 minutes."

An improved customer experience. Proactive monitoring of network and PC conditions such as hard disk health, system temperatures, and memory usage help Dempsey Bluevar to identify and remediate many issues before they cause downtime. "Desktop and notebook monitoring is something that we attempted in the past, but vPro makes it feasible and very efficient," says Biehl. When a PC does go down, the advanced hardware-based capabilities of Intel vPro technology allow Dempsey Bluevar to fix the problem faster. With Intel vPro technology, Dempsey Bluevar's average downtime per PC per month has dropped from 30 minutes to 10 minutes. "Being able to offer additional value like this to our customers strengthens our relationship with them," says Biehl.

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- Aaron Biehl, Vice President of Client Services, Dempsey Bluevar

Improved security. Intel vPro technology helps Dempsey Bluevar deliver better security to customers by enabling remote power up and power down. "With vPro's remote power on, we can do antivirus updates after hours," says Biehl. "This eliminates customer interruptions and saves us money. No follow up, no checks, no calls, no having to ask customers to leave their machines on." According to Biehl, this is a substantial improvement. "Security updates are not an easy process. We think vPro will take a lot of time and pain out of it. In the long run, as we get more vPro systems deployed, this will be a big help."

Power cost savings. According to Biehl, customers are increasingly interested in energy-efficient IT and their impact on the environment. Intel vPro technology's ability to automatically power PCs

down after hours and then power them back up before the start of the next business day allows Dempsey Bluevar to deliver lower energy usage—and the associated reduction in power costs—to their customers. Biehl estimates that this capability can save a customer approximately \$150 per PC per year. "Energy-efficient IT is a trend that is catching on," he says, "and this is a capability that can differentiate us. We can definitely sell this."

Gaining a Competitive Advantage and Driving Growth

Dempsey Bluevar's service delivery model, built on the N-central plus Intel vPro technology solution, is giving the company a considerable competitive advantage. "Intel vPro technology adds things that essentially cost us nothing extra, but give us more value to deliver to the client while saving us time and money," explains Biehl. "It allows us to deliver faster problem resolution, better security, and a more energy-efficient IT infrastructure. We're using vPro to differentiate ourselves to both current customers and new prospects." All of this supports Dempsey Bluevar's growth in the SMB marketplace. "With solutions like ours, you can make a huge difference for small businesses, and the impact on their financial statements is very real," says Biehl. "The need for efficient managed services in the SMB market is enormous, and it's nowhere near saturation."

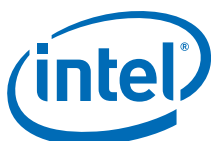
For More Information

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

For more information on Dempsey Bluevar, visit www.dempseybluevar.com.

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

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 www.intel.com/technology/manage/iamt/

²Performance measured Intel® Core™2 Duo desktop processors compared to Intel® Pentium® D Processor 805 on SPECint_base2000 and SPECint_rate_base2000(2 copies.) Actual performance may vary. See www.intel.com/performance/ for more information.

³Estimates based on field testing performed by Dempsey Bluevar in November 2008.

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