

Leading Transportation Services Provider Increases Agility with Managed IT Services from Base 2 Information Technologies

Advanced services leveraging PCs with Intel® vPro™ technology help Base 2's customers spend smarter, do more, and be more secure

SOS Global Express differentiates itself through extreme customer service. As a global freight forwarder and transportation provider, the company competes with much larger firms by offering levels of service that larger players simply can't match. "We've developed a mindset of customer service above all else," says Kathleen Rice, controller for SOS Global Express. "We can deliver everything our bigger competitors do; but then we go above and beyond in any way to make our customer happy. In terms of billing, freight movement, or EDI, we can do things that larger companies can't do." When Rice says "any way," she means it. "If our customer wants their equipment on the five-yard line at 3:00 AM, we can do that. If they want us there in blue sweat suits and hightops, we can do that. If they want their EDI done only on Sundays, we can do that."

That kind of execution requires people on the ground around the world with access to real-time, comprehensive information. Not surprisingly, the company relies on stable, flexible information technology to accomplish its mission. "Keeping our people connected to their data and the rest of the organization is critical," notes Rice. SOS Global Express depends on its PCs, servers, and network to maintain two-way contact with customers through the web, e-mail, EDI, and the sales force. "Giving our customers fast access to our people and real-time data is a big part of how we differentiate ourselves," says Rice.

To manage their IT infrastructure, SOS Global Express turned to Base 2 Information Technologies. Base 2 provides complete managed IT services that give small and mid-size companies more effective IT functions and lower their overall IT cost. "More and more companies are realizing they can't afford the traditional 'break-fix' approach to their IT," says Jay Muraglia, president of Base 2. "It detracts from their ability to do business and, in many cases, is more expensive." Instead, Base 2 provides all-inclusive IT services that allow customers to focus on their business while Base 2 takes care of the technology.

Using Advanced Tools to Deliver Advanced Services

One of the key elements of Base 2's managed services is their ability to comprehensively monitor and manage a customer's IT infrastructure remotely, thus reducing costly service visits. They do this by using advanced management software combined with desktop and notebook PCs based on Intel® vPro™ technology, including Lenovo x61* Tablet PCs. The advanced capabilities of Intel vPro technology give SOS Global Express the energy-efficient PC performance they need to run demanding business applications while at the

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What is Intel® vPro™ technology?

- Hardware-based capabilities that allow secure, remote access to desktop and mobile PCs virtually any time for maintenance, updates, and upgrades, and for diagnostics, repair, and remediation – even if the PC power is off, the operating system is unresponsive, management agents are missing, or hardware (such as a hard drive) has failed.¹
- Industry-leading performance through the Intel® Core™2 Duo processor, which is optimized for multitasking and next-generation software so that virus scans and other tasks can run in the background without bogging down user applications in the foreground.
- Impressive energy efficiency and energy management delivering lower power consumption and cost.

same time enabling Base 2 to deliver better PC management with greater efficiency and cost-effectiveness. "At this point, all new systems that we sell are based on Intel vPro technology," explains Muraglia. "A vPro system allows us to deliver more service value to our customers."

Base 2's Intel vPro technology-based solution is bringing a number of significant advantages to SOS Global Express:

Greater reliability and uptime that allow employees to get more done. For SOS Global Express, downtime means lost productivity and reduced customer service. "If a PC is down, the employee can't work, I'm not happy, and our customers are not happy," notes Rice. Base 2 minimizes downtime by using the advances of Intel vPro technology to monitor and manage SOS Global Express's PCs around-the-clock, 7 days a week, even if the PCs are off or their operating system is disabled.¹ This allows Base 2 to proactively watch for many developing issues and intervene before they negatively impact the PC user's workflow (or the entire business). When problems do arise, they can often be corrected remotely, without the cost and delay of a field service call and without interrupting the PC user. Base 2 estimates that PCs based on Intel vPro technology experience 94 percent less downtime.² "This increased reliability ensures that we can interact with our customers and supply the information they need when they need it," says Rice. "It lets us maintain a personal touch rather than worrying about IT problems."

Advanced business tools that allow SOS Global to increase customer service and get more done. The Lenovo x61 Tablet PCs based on Intel vPro technology are helping SOS Global Express maintain a very high level of customer service. "It's very important for our clients to have real-time information," explains Rice. "We rely on mobile PCs in the field to provide data on shipments, look at flight options while we're putting freight in the truck, and respond instantly to inquiries. We have to be able to move very quickly." Base 2's ability to remotely manage and repair these PCs helps ensure that SOS Global Express' field agents have the information they need, when they need it. "When you are face-to-face in the middle of a crisis, the ability to get real-time information is a tremendous advantage," says Rice. The proven track record of Intel vPro technology is a big plus to SOS Global Express. "Because Base 2 can manage our vPro-based PCs remotely, I don't have to worry about shipping a replacement PC to someone in the field if they have a problem," notes Rice. "They can go on with their work uninterrupted."

Systems that protect SOS Global Express' IT investments and help them spend smarter. The performance and energy efficiency of desktop and notebook PCs based on Intel vPro technology give Base 2's clients the horsepower they need for demanding business applications — both today and as their applications change and grow over time. The included Intel® Core™2 Duo processors deliver over 30% faster multitasking performance compared to previous-generation processors³ while also delivering excellent energy efficiency. And because Base 2 can better manage the power consumption of PCs based on Intel vPro technology by remotely turning them off after hours, the resulting energy savings can be significant — up to \$170 per PC per year.²

Better Business Focus and Better IT

Base 2's engagement with SOS Global Express is an example of how Base 2's comprehensive, all-inclusive outsourced IT service can help businesses better focus on serving customers while improving their IT function and decreasing overall IT cost. "Our customers want to use technology as effectively as possible, and we help them do that," says Base 2's Muraglia. "Tools like Intel vPro technology are key to our level of service." SOS Global Express' Rice agrees. "We have to stay abreast of new technology tools," she says, "but we don't want to be guinea pigs. We rely on Base 2 to bring us the right new tools, like Intel vPro technology." Overall, Base 2 is a strategic partner for SOS Global Express. "Our relationship with Base 2 has been a very good partnership of like-minded professionals," says Rice. "They truly understand our mission, and they provide the kind of customer service that we provide."

For More Information

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

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

For more information on SOS Global Express, visit www.sosglobal.com.



¹PCs with Intel® vPro™ technology include Intel® Active Management Technology (Intel® AMT). Intel AMT 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. With regard to notebooks, 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. For more information, www.intel.com/technology/platform-technology/intel-amt/.

²Estimates based on field testing performed by Base 2 Information Technologies in February 2009.

³Measured using Microsoft® MovieMaker™ compression software, while simultaneously converting a Microsoft Word® 2007 document into an Adobe Acrobat® PDF, with McAfee® Virus Scan running in the background, comparing Intel® Centrino® 2 processor P8600-based notebook to theoretical installed base using an Intel® Centrino® Duo processor T2700-based notebook with comparable frequency. Mobile System Configurations: Intel® Core™2 Duo Processor P8600 (3M Cache, 2.40 GHz, 1066 MHz FSB), on Lenovo T400* with Intel® GM45 Express Chipset dual-channel Elpida 2 GB (2x1 GB) DDR2-800 5-5-5-12 with Intel GMA 4500MHD + Hitachi 200 GB SATA (BIOS: Lenovo 7UET45WW; INF: 8.0.7, Graphics: 715.0010.1502). Intel® Core™2 Duo Processor T2700 (2M Cache, 2.33 GHz, 667 MHz FSB) on Lenovo T60* with Intel® 945GM Express Chipset, dual-channel Micron 2 GB (2x1 GB) DDR2-667 5-5-5-12, with Integrated GMA950 + Hitachi 100 GB SATA (BIOS: Lenovo 79ETE1WW; INF: 8.1.1.1010, Graphics: 714.0010.1329).

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