



Case Study  
Intel® vPro™ Technology  
Alvarez Technology Group



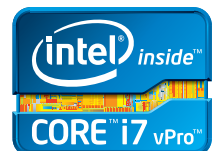
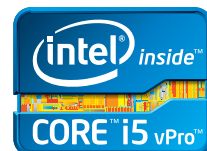
**“Our customers expect us to bring them new solutions that will make their business better. Intel vPro technology is that kind of solution.”**

*– Luis Alvarez, President,  
Alvarez Technology Group*

## A Better Tool Drives Managed Services Margins Up

PCs based on Intel® vPro™ technology support Alvarez Technology Group’s goal of 50% revenue growth with only 10% overhead increase

With 3,000 PCs under management, Alvarez Technology Group (ATG) is constantly looking for ways to increase efficiency. From its founding in 2001, the company has been focused on a recurring revenue business model. “We started before it was called managed services,” says Luis Alvarez, president of the company. “We knew we wanted contractual relationships with clients in a services model, but back then most of the available technology tools didn’t fit the market. They were enterprise-focused and not well adapted to the vision that would eventually become managed services.” Over the years, ATG has grown to 15 employees, added a NOC in 2006, and currently has over 50 clients under two-year managed services contracts. “We’ve watched the tools for delivering managed services continually improve and drive our efficiency up,” says Alvarez, “and we depend on that trend to continue as we grow our business.” His ‘working target’ is to grow revenue 50 percent while growing operating and overhead cost by only 10 percent. “Accomplishing that kind of profitable growth, by definition, requires more automation, better processes, and better tools.”



**Table 1.** ATG’s deployment of PCs based on Intel® vPro™ technology yields better IT functionality and lower service delivery cost<sup>2</sup>

Activity	Without Intel vPro Technology	With Intel vPro Technology	Improvement
Average time to resolve a hardware problem	118 minutes	20 minutes	Reduced 83%
Average time to resolve a software problem	25 minutes	18 minutes	Reduced 28%
Average amount of downtime per PC per month	30 minutes	15 minutes	Reduced 50%
Deskside visits per typical customer	8	2	Reduced 75%
Time to achieve 95% patch saturation	8 hours	2 hours	Reduced 75%
Power cost savings per PC over 3-year life span	\$0	\$828	TCO lowered by \$828

Among the key tools that ATG is using to accomplish this growth are HP desktop and notebook PCs based on Intel® vPro™ technology. By managing these advanced platforms through their Level Platforms Managed Workplace\* 2010 management console software, the company has been able to significantly cut the cost of delivering services while at the same time significantly improving their customer’s IT experience. “Intel vPro technology takes the kind of remote manageability people are used to on servers and moves it to the desktop,” explains Alvarez. “That kind of efficiency at the desktop – and the laptop – makes a real difference.” As a result, PCs based on Intel vPro technology are now the company’s standard recommendation for all clients.

### Advanced Tools Enable Revenue Growth While Controlling the Cost of Service Delivery

The advanced manageability and security features of Intel vPro technology allow ATG 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 remotely – regardless of power state or operating system health<sup>1</sup> – that greatly reduce maintenance and management costs and increase the utilization of ATG’s personnel.
- 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 significantly reducing total cost of ownership (TCO).

These capabilities give ATG considerable advantages. “Our business model depends on efficiency and simplification,” notes Luis Alvarez. “vPro-based PCs change the game.”

**“Intel vPro technology is the kind of tool that can drive growth. We can serve more customers with our existing resources while increasing our level of service and expanding our geographic coverage.”**

*– Luis Alvarez, President, Alvarez Technology Group*

**Advanced remote capabilities significantly raise efficiency and lower costs.** Using Intel vPro technology-based PCs drops ATG’s time to repair a typical software problem by 28 percent and the average time to repair a hardware problem by 83 percent<sup>2</sup> “vPro reduces our number of deskside visits by 75 percent,”<sup>2</sup> notes Alvarez. “That equals significant cost savings.” How? The advanced, hardware-based capabilities of Intel vPro technology allow ATG to do more remotely, lowering costs in the process. This is true for both normal maintenance activities and problem resolutions. “First, because we can remotely power up a vPro-based machine, it allows us to perform maintenance tasks without the user being present,” explains Alvarez. “Remote reboots are also much easier and more reliable, with no more fear of a failed log-in when you do reboot.”

“Second, vPro-based PCs give the technicians more tools to solve problems more quickly,” says Alvarez. “Our target is to solve 90 percent of issues on the first call at the first level and avoid a second-level escalation and especially a third-level escalation, which is a site visit. Without vPro, you’re using tools that operate at the OS level, and they just fail too easily – a corrupted BIOS means you can’t do anything but go visit the machine. With vPro, we can connect to the machine, even if the OS is down, and get much more granular information without running a third-party tool. We can see what’s going on with the machine, rather than having to interpret what the user is telling us. The ability to boot to a CD ROM elsewhere on the network is an amazing capability – we could do it before, but we had to jump through hoops and it wasn’t reliable.”

**Built-in technologies improve security and help lower customers' risk.** Because ATG can reach machines that are powered down, security software updates are accomplished much more quickly, resulting in better customer protection. "vPro decreases the time it takes to reach 95 percent patch saturation at a typical customer from eight hours to two hours,"<sup>2</sup> says Alvarez. "This gives the customer a much more secure environment. But vPro also prevents machines from falling so far behind on their patching that we have to do a field visit to remediate it." Intel vPro technology's hardware-based filters can automatically isolate an infected PC and keep the virus from spreading across the entire network – all while maintaining ATG's connection to the infected machine for remediation. In addition, Alvarez notes that a well-maintained machine lowers his cost. "An infected PC costs us, since we have to fix it on our dime, with no additional revenue."

**Alvarez estimates that the power cost savings per PC per month is \$23 – that's more than \$800 over a typical PC's three-year lifespan.**

**Active and passive power management capabilities save more than \$800 over the life of a PC.** 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, ATG can now save their customers money through lower energy usage, making a substantial positive impact on their PC ROI. Alvarez estimates that the power cost savings per PC per month is \$23 – that's more than \$800 over a typical PC's three-year lifespan.<sup>2</sup> "This is a huge deal," says Alvarez. "We already feature Energy Star-compliance in all of our customer presentations, and this is the next step. The ability to actively turn PCs off after hours is something clients want to do but don't want to pay extra for. vPro lets us do it automatically, remotely, and for free." It also helps in selling PC refreshes, which lowers ATG's overall costs by replacing maintenance-intensive older PCs with vPro-capable systems. "There are few pieces of technology that benefit both the customer and the MSP like vPro does," notes Alvarez.

**Higher customer satisfaction from a true win-win solution.** According to Alvarez, his company's mission is to help customers get the most out of their IT while removing IT as a headache. "vPro improves our customers' experience in many ways," he explains. "Today, most customers don't want to add overhead, so they need everyone working productively all the time. If one person's PC is non-functional, there's typically no one available to pick up the slack. With vPro, we get to the problem faster and get it fixed faster. We can diagnose problems without relying on end user interaction, which can be frustrating to everyone – our cost of service goes up and the end user can feel dumb. My people can spend more time on higher-value activities for the customer, and our fees can continue to stay low." Alvarez estimates that a PC

### **Level Platforms Managed Workplace\***

ATG relies on Managed Workplace\* 2010 to drive its delivery of managed services. "Managed Workplace's integration of Intel® vPro™ technology is a great example of how Level Platforms grows their capabilities over time to deliver more," says Luis Alvarez. "In addition, their reporting tools are very good, and the templates and alerting are excellent." Alvarez is particularly pleased with the performance enhancements in Managed Workplace 2010. "The upgrade to 2010 is blazingly fast," says Alvarez, "which is critical to supporting our growth goals."

Managed Workplace provides everything a managed services provider needs to remotely monitor and manage their customers' IT networks through a single Web-based central dashboard. Managed Workplace integrates remote monitoring, real-time alerting, inventory management, Web-based reporting, patch management, remote control scripting, and trouble ticketing.

**The trusted RMM platform for the future.** Level Platforms has more than 3,000 MSP customers with over 50,000 small businesses under service-contract subscription.

**A low-cost solution.** Managed Workplace is a .NET-based solution that costs 50 to 80 percent less than comparable Linux\*-based solutions. It's easy to install, easily integrated with Microsoft technologies, and requires little training.

**Simple, flexible subscription billing that reduces your investment and risk.** Managed Workplace's per-site, subscription-based billing means you're not locked into a large-investment commitment, and that you can grow your solution gradually. Your managed services business is cash-flow positive from day one.

**Easy to adopt and easy to use with minimal training.** Managed Workplace is an integrated platform that can be implemented in hours or days rather than weeks or months.

**Almost 400 policy modules covering more than 125 vendors.** Easy-to-use policy modules allow you to quickly establish best-practice policies and manage multiple devices. Customizable workflows and integrated Best Practices Reporting make it easier to develop and deploy managed services.

For more information on Level Platforms Managed Workplace, visit [www.levelplatforms.com](http://www.levelplatforms.com).

with Intel vPro technology has half the downtime as a non-vPro machine. "Our customers expect us to bring them new solutions that will make their business better," notes Alvarez. "Intel vPro technology is that kind of solution."

**Better utilization of key talent.** "A major challenge we face is growing our client base while maintaining a very high service level without adding significant additional technical resources," says Alvarez. "Qualified technicians and engineers are the most critical resource. vPro helps us get much more done with our existing team." Alvarez estimates that vPro *doubles* the number of PCs he can manage per each technician. "vPro is the kind of tool that can drive growth," he says. "We can serve more customers with our existing resources while increasing our level of service and expanding our geographic coverage."

## Better Service as Competitive Advantage

For Alvarez Technology Group, incorporating Intel vPro technology-based PCs into their existing solutions gives them a significant advantage. "It's all about relationship, trust, and reputation," says Luis Alvarez. "You need to be ready to deliver on any benefit that you promise, or the customer will be looking at another service provider. This is where vPro systems are a significant advantage to an MSP. To be able to put our reputation behind a vPro system is huge – to be able to offer a value like vPro and know we can deliver it without any problems. That's a competitive advantage."

## For More Information

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

For more information on Alvarez Technology Group, visit [www.alvareztg.com](http://www.alvareztg.com).

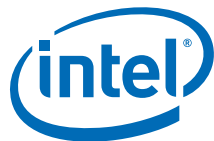
For more information on Level Platforms Managed Workplace management console software, visit [www.levelplatforms.com](http://www.levelplatforms.com).

## Overview of Intel® vPro™ Technology

Desktop, notebook, and tablet PCs based on Intel® vPro™ technology, combined with a leading software management application such as Level Platforms Managed Workplace,\* 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 deskmade 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.‡
- 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.
- 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:



†PCs with Intel® vPro™ 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/](http://www.intel.com/technology/manage/iamt/).

‡Source: Alvarez Technology Group based on field testing performed during February 2010.

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