

IT Guru's comprehensive IT management, including advanced tools such as PCs based on Intel® vPro™ technology, reduces interruptions by up to 75 percent¹

Complete Services that Help Businesses Improve Productivity

Demographically, Matthew McGuire's business, with 150 employees, would be classified as a "small business." But there's nothing simple about it. Rocky Mountain Urgent Care includes 32 physicians and 14 physician's assistants across nine locations, delivering services seven days a week. Their business model (and competitive advantage) is to combine urgent care and family practice together to make comprehensive medical care more accessible to patients. McGuire, the company's chief operating officer, explains the concept: "Patients can access urgent care services at a lower cost than an emergency room visit, and then seamlessly move to the follow-up with their family physician—all within the same organization," he says. "The level of care is better while the overall cost is lower." Not surprisingly, this comprehensive approach requires a stable, flexible IT infrastructure to run smoothly and efficiently. "Our business depends on the efficient movement of patient data," says McGuire. "We have a state-of-the-art Electronic Medical Records system that serves our patients and our health care providers. But without reliable IT systems, our information flow comes to a grinding halt."

Like many small and midsize businesses, Rocky Mountain Urgent Care realized that managing its own IT wasn't cost-effective. Instead, the company turned to IT Guru, a leading IT services provider in Denver, Colorado. "We provide complete managed IT services that give small and midsize companies more effective IT functions while lowering their IT costs with a predictable, flat-rate fee structure," says Joseph Axne, president of IT Guru. One of the key elements of IT Guru's managed services is its ability to comprehensively monitor and manage its customers' IT networks and systems remotely, thus reducing costly service visits. The company does this by using advanced management software combined with desktop PCs based on Intel® vPro™ technology.^{2,3} PCs powered by an Intel® Core™ vPro™ processor help businesses cut costs and increase efficiency by taking advantage of intelligent performance and unique hardware-assisted security and manageability features.

Using Advanced Tools To Help Make IT 'Disappear'

"PCs based on Intel vPro technology let us prevent many problems, solve problems more quickly, and eliminate many interruptions for our clients," notes Axne. "For Rocky Mountain Urgent Care, that means higher productivity and better patient care." Because PCs based on Intel vPro technology allow IT Guru to do more PC maintenance after hours and repair many PC problems more quickly, Rocky Mountain Urgent Care's employees experience fewer interruptions, are more productive, and can deliver better service to their clients.

"People pay us to keep their employees productive. On average, Intel vPro-based PCs reduce the time it takes IT Guru to repair a hardware problem by 60 percent.¹"

Joseph Axne, President, IT Guru



What is Intel® vPro™ technology?

- Hardware-based capabilities that allow secure, remote access to desktop and mobile PCs virtually anytime 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.²
- Industry-leading performance through the Intel® Core™ i5 vPro™ processor and the Intel® Core™ i7 vPro™ processor, which are 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.

Greater reliability that supports better customer service.

For Rocky Mountain Urgent Care, any PC downtime reduces the level of service it can provide to patients. IT Guru minimizes downtime by using the advances of Intel vPro technology to access and manage Rocky Mountain Urgent Care's PCs around-the-clock, seven days a week—even if the PCs are off or their operating system is disabled. This allows IT Guru to proactively watch for many developing issues and intervene before they negatively impact the PC user's workflow. When problems do arise, they can often be corrected remotely, without the cost and delay of a field service visit and without interrupting the PC user. "Intel vPro PCs allow us to reach out remotely to prevent and fix problems, even if someone is on the road traveling," says Axne. McGuire loves the positive impact on his employees and their work. "IT Guru can access our PCs and diagnose and repair problems quickly," he notes. "The tools they use make them much more responsive than other providers we've had experience with." With Intel vPro technology-based systems, IT Guru is able to reduce PC downtime by 75 percent.¹

Faster problem resolution increases employee productivity and improves client care. For the repair of many hardware and software problems, Intel vPro technology's remote capabilities eliminate a field service call by allowing IT Guru to diagnose or fix problems remotely. On average, Intel vPro technology reduces the time it takes IT Guru to repair a hardware problem by 60 percent.¹ "People pay us to keep their employees productive," says Axne. "Tools like Intel vPro help us do that more effectively." McGuire agrees and emphasizes the impact. "This is very positive for our patients," says McGuire. "While a PC is down, our ability to respond to the patient is diminished—good outcomes depend on access to information right now. IT Guru's ability to fix a PC remotely improves health care."

Proactive security that protects Rocky Mountain Urgent Care's critical business data. Data security is a paramount concern to any business, but even more so for a highly regulated industry like healthcare. With Intel vPro technology-based PCs, IT Guru can proactively protect its customers. It can constantly monitor PCs based on Intel vPro technology to ensure that critical security software is in place and up-to-date, without bothering the PC user. Regular security patches and updates can be done automatically after hours, even to PCs that are turned off—which means that Rocky Mountain Urgent Care's critical business and patient data is better protected. "By letting us reach PCs that are turned off, Intel vPro helps us maximize our customers' security much more quickly, whenever a new critical security update becomes available," notes Axne.

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Active and passive power management capabilities that significantly reduce energy costs. With the ability to turn off groups of Intel vPro technology-based PCs after hours and then power them back up before the start of the next business day, IT Guru can save their customers money through lower energy usage, increasing the return on their PC investment. "On average, we're able to save our customers \$65 per PC per year in energy costs¹," says Axne. "Over a customer's entire installed base, those savings can add up."

Systems that help Rocky Mountain Urgent Care spend smarter and protect their IT investments. The performance and energy efficiency of PCs based on the Intel® Core™ vPro™ processor family give IT Guru's customers the horsepower they need for demanding business applications—both today and as their applications change and grow over time. These PCs run business productivity and multitasking applications faster while delivering excellent energy efficiency. This performance means that Rocky Mountain Urgent Care will be ready for tomorrow's improved applications, including multitasking and collaborative tools.

A True Partnership that Delivers Better Business Capabilities

For Rocky Mountain Urgent Care's McGuire, IT Guru's use of tools like Intel vPro technology-based PCs is just one example of their comprehensive approach to making IT work better. "IT Guru is our IT department," explains McGuire. "More than just an IT provider, it's a key collaborative partner for us. Technology is constantly changing. We rely on IT Guru to look at the opportunities and analyze the return on investment of various options." In the case of its PCs, Intel vPro technology is paying off handsomely for Rocky Mountain Urgent Care by increasing its productivity and the level of care it can deliver to patients. "IT Guru's responsiveness is critical in a healthcare setting," says McGuire.

For More Information

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

For more information on IT Guru, visit www.it-guru.net.

For more information on Rocky Mountain Urgent Care, visit www.rockymountainurgentcare.com.



¹ Source: IT Guru, based on field testing performed during July 2009.

² 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>.

³ PCs with Intel® vPro™ processor 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. For more information, see <http://www.intel.com/technology/manage/amt/>.

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