Case Study

Intel® Core™ vPro™ Processors

Windows* SBS 2011 Essentials

Kortek Solutions

"vPro management tools were originally designed for enterprises and technically savvy IT professionals, not insurance agents, dentists and physicians who have small practices. But with [Windows] SBS 2011 Essentials and the new Intel [SBMA] plug-in, anyone can tap the full benefits of vPro."

– Lyle Epstein, President, Kortek Solutions

New manageability plug-in brings benefits of Intel® Core™ vPro™ processor technology to small businesses

As a provider of computer support, network services and IT consulting in Las Vegas and surrounding areas, Kortek Solutions used to receive 10 to 15 support calls every day. With only five employees and more than 150 customers spread across a large geographic area, these support calls—which often necessitated on-site visits— represented a heavy burden.

"We were largely reactive," says Lyle Epstein, President of Kortek. "We were constantly racing out to client locations to fix problems. We only have three technicians. Gas is expensive. And let's face it: it's a stressful situation when your customer is panicking and blaming you because they can't do their work."

These dynamics changed when Kortek began deploying Intel® Core™ vPro™ processors in client desktops. With remote management capabilities, hardware-assisted security features and intelligent performance, Intel® vPro™ technology[1] has become somewhat of a de-facto field technician for Kortek.

"In the past, we had to do everything manually and on-site," Epstein explains. "vPro provides powerful remote management capabilities, enabling us to do just about everything from our office other than swapping out a piece of hardware."

95 percent of the desktops Kortek ships now contain Intel Core vPro processors. As a result, the company receives one or two support calls each day, compared to the 10 to 15 it was previously fielding.

"We're so much more proactive now. We've simplified and automated updates and backups, we can solve problems immediately—or even before they happen—and we can support multiple clients at once," says Epstein. "We don't get many calls anymore; it's quiet around here. Intel vPro technology has reduced our on-site visits by at least 70 percent, and quite frankly, they have lowered my stress level."

About the only drawback of Intel vPro technology, Epstein surmises, has been their inaccessibility for small businesses without large budgets or dedicated IT support. Tapping the full capabilities and benefits of Intel vPro technology has traditionally necessitated the support of a service provider or complex administration tools, both of which can be costly and confusing for smaller companies.

Windows Small Business Server 2011 Essentials

Intel inside™ CORE i5 vPro

Intel inside™ CORE i7 vPro
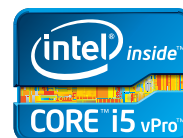
Intel® Small Business Manageability Add-in

- New server TAM expansion
- Up-sell business client PC
- Landing zone for new service revenue

Intel® vPro™ Technology

MS Windows* SBS 2011 Essentials

VSB employee

Reseller

Benefits for Small Business

- Reliable nightly backup with vPro Power-on
- Remotely access PCs even if powered off
- Intel® Core™ vPro™ Processor PC

Internet — VSB — SB — Internet
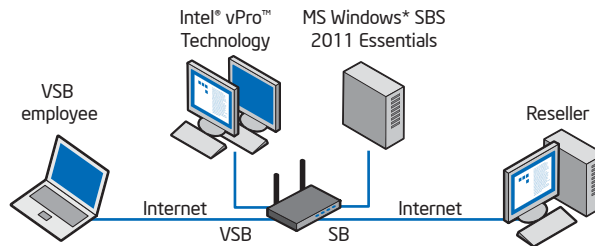
Benefits for Resellers

- Low-cost, entry-level solution SB
- Reseller solution for all business sizes
- Service revenue with low-cost remote manageability using WHS Console

A new Intel® small business manageability add-in (Intel® SBMA) that brings together the core attributes of Intel vPro technology with the ease-of-use and affordability of Windows* Small Business Server 2011 (SBS 2011) Essentials, however, promises to change such circumstances.

Windows SBS 2011 Essentials and Intel vPro technology team up for small businesses

Kortek recently participated in a pilot program to test the combination of vPro-based PCs and Windows SBS 2011 Essentials using the new Intel SBMA. According to Epstein, it's the perfect starter kit for small businesses.

"vPro management tools were originally designed for enterprises and technically savvy IT professionals, not insurance agents, dentists and physicians who have small practices," says Epstein. "But with [Windows] SBS 2011 Essentials and the new Intel [SBMA] plug-in, anyone can tap the full benefits of vPro."

These include simplified installation and configuration; the ability to remotely turn systems on and off for updates and backup, either manually or automatically;[2] keyboard, video, mouse (KVM[3]) administration; the capacity to shut down ports and network cards when repairing a system remotely; advanced security and encryption; event logging; and more. Large budgets and internal IT expertise are not required.

Asked if these self-service capabilities represent a threat to Kortek, a company that has built its business on computer support for small firms, Epstein scoffs.

"When we help our customers help themselves, we're adding value, building trust and advancing the relationship. They invariably come back for more service and support as their needs change," Epstein says. "We've already identified several customers that have vPro hardware but not a full managed services contract. They're going to think the combination of SBMA plug-in, vPro PCs and Windows SBS 2011 Essentials is awesome."

Solution provided by:

(intel®) **Microsoft**®