



## Case Study

Intel® Core™ vPro™  
Processors

Windows® SBS 2011  
Essentials

Virtual World Technologies



**"Small businesses can  
have a rock-solid, easy-  
to-manage server system  
without a bunch of cost  
or complexity."**

*– Seth Hodge, Vice President and  
Chief Operating Officer, Virtual  
World Technologies*

## IT services firm sees new Intel® vPro™ technology manageability plug-in as "crazy futuristic technology" for small businesses

"If you had told me five years ago that these capabilities would be possible," says Seth Hodge, Vice President and Chief Operating Officer of Virtual World Technologies, "I wouldn't have believed you."

Hodge is referring to a new Intel® small business manageability add-in (Intel® SBMA) that brings together the performance and reliability of Intel® Core™ vPro™ processor technology with the accessibility and affordability of Windows® Small Business Server (SBS) 2011 Essentials.

"This is crazy futuristic technology for small businesses," adds Hodge.

Formed in 1995, Virtual World built its business on hardware development and implementation, providing desktops and server systems to schools in Georgia and North Florida. After being introduced to Intel® vPro™ technology in 2007, the company began offering managed services to professional firms, such as doctors' and attorneys' offices, and other small businesses.<sup>1</sup> Virtual World's managed services business has been growing ever since, and Hodge indicates it will surpass the company's hardware-based revenue for the first time in 2011.

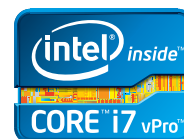
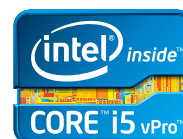
"vPro technology has been the lynchpin and enabler of our managed service offerings," explains Hodge. "It brings so much to the table in terms of remote management, power efficiency, security and systems backup. And with the new [Intel SBMA] plug-in, these capabilities become more accessible for small businesses that have [Windows] SBS 2011 Essentials."

An ideal first server for small businesses, Windows SBS 2011 Essentials provides simplified local-area networking and core functionality such as backup, security, e-mail and printing. It also offers access to cloud-based applications and services. Designed and priced for small businesses, Windows SBS 2011 Essentials is an affordable server solution that helps improve workplace efficiency without necessitating advanced IT support.

2nd generation Intel Core vPro processor technology boosts hardware-assisted security, simplifies PC management and provides more responsive, adaptive performance. With the Intel SBMA plug-in, the



Windows Small Business Server 2011  
Essentials

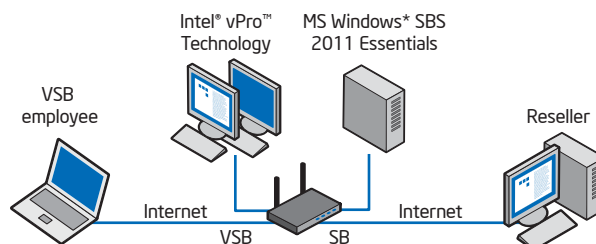


## Intel® Small Business Manageability Add-in

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

### Benefits for Small Business

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



### 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

performance and manageability of Intel vPro technology can be maximized by small businesses using Windows SBS 2011 Essentials. This functionality is activated with a single mouse click, greatly simplifying the deployment of Intel vPro technology-based PCs.

## Pilot program reveals powerful remote management capabilities

Virtual World recently participated in a pilot program to test the functionality and usability of Intel SBMA in bringing together Intel vPro technology-based hardware and Windows SBS 2011 Essentials. According to Hodge, the results were impressive.

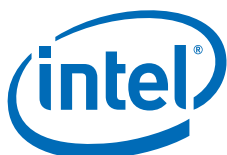
"With the plug-in, the combination of vPro and SBS becomes greater than the sum of its parts," says Hodge. "It takes remote management to the next level. Historically, remote management has been possible when everything was running as expected. With vPro, SBS and the SBMA plug-in, you can remotely access and fix PCs that won't boot up.

"In fact, you can even disable the network interface card and fix a virus problem remotely," he continues. "About the only thing you can't repair remotely is a hardware failure, such as a bad hard drive. But you can still diagnose those problems off-site, which is a tremendous advantage for a managed services firm like ours."

The ability to power machines on and off from a remote location<sup>2</sup>—for backups, updates or repairs—is also a plus, says Hodge. In the past, such activities necessitated disruptions during business hours or systems left running overnight. With Intel vPro technology-based hardware and the Intel SBMA plug-in, Windows SBS 2011 Essentials can automatically wake machines up for scheduled backups and updates and then power them down thereafter, preserving workday continuity and reducing energy costs.

"It's like we have a technician on-site, 24 hours a day," says Hodge. "With these capabilities, our technicians become 300 to 400 percent more efficient. And small businesses can have a rock-solid, easy-to-manage server system without high cost or complexity."

Solution provided by:



**Microsoft®**

<sup>1</sup> 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: [www.intel.com/technology/vpro/index.htm](http://www.intel.com/technology/vpro/index.htm).

<sup>2</sup> Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host OS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating or powered off. Results dependent upon hardware, setup & configuration. For more information, visit <http://www.intel.com/technology/platform-technology/intel-amt>.

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