aCOUPLEofGURUS’ Model for Success: Create Wildly Happy Clients

MSP uses HP PCs based on Intel® vPro™ technology to cut repair times by 50% and increase technician efficiency 13%

Servicing customers throughout Minneapolis and St. Paul, managed service provider aCOUPLEofGURUS® relies on HP® PCs with Intel® vPro™ technology to provide faster, more efficient service to their customers.

By diagnosing and repairing PCs remotely with Intel vPro technology and its LabTech™ management console, aCOUPLEofGURUS reduces the number of onsite visits and helps keep their customers “wildly happy.” With Intel vPro technology, aCOUPLEofGURUS has been able to reduce OS repair times by 50 percent and hardware repair times by 38 percent. At the same time, it has cut downtime by 35 percent.

Delivering More to Customers through Intel vPro Technology

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>WITHOUT INTEL VPRO TECHNOLOGY</th>
<th>WITH INTEL VPRO TECHNOLOGY</th>
<th>IMPROVEMENT</th>
</tr>
</thead>
<tbody>
<tr>
<td>Average time to resolve a hardware problem</td>
<td>120 minutes</td>
<td>75 minutes</td>
<td>Reduced 38%</td>
</tr>
<tr>
<td>Average time to resolve an OS problem</td>
<td>60 minutes</td>
<td>30 minutes</td>
<td>Reduced 50%</td>
</tr>
<tr>
<td>Number of desktop visits per month at a typical customer</td>
<td>1</td>
<td>.5</td>
<td>Reduced 50%</td>
</tr>
<tr>
<td>Average amount of downtime per PC per month</td>
<td>45 minutes</td>
<td>30 minutes</td>
<td>Reduced 34%</td>
</tr>
<tr>
<td>Number of PCs that can be managed per technician</td>
<td>30</td>
<td>34</td>
<td>Increased 13%</td>
</tr>
<tr>
<td>Time to achieve 95% patch saturation</td>
<td>8 hours</td>
<td>4 hours</td>
<td>Reduced 50%</td>
</tr>
<tr>
<td>Power cost savings per PC over 3-year life span</td>
<td>$0</td>
<td>$300</td>
<td>TCO lowered by $300</td>
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</tbody>
</table>

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— Keith Schoolcraft, CEO, aCOUPLEofGURUS

Resources available at [https://msp.intel.com](https://msp.intel.com)
“vPro lets our technicians manage 13 percent more PCs—and that’s a conservative number—and the more PCs you can manage, the more efficient you are.”

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Using Intel vPro Technology to Create Wildly Happy Clients

aCOUPLEofGURUS, one of the leading MSPs in the Minneapolis/St. Paul area, understands that happy customers lead to great referrals and more business. In fact, they’ve built their business on it—their mission statement says simply, “To have wildly happy clients.” Of course, the way they do this is by building, monitoring, and maintaining networks, PCs, and security so their clients don’t have to—24 hours a day, seven days a week. Keith Schoolcraft, chief executive guru, says, “Where we differ from other folks is that we don’t have any scope limitations on our plan—nothing is excluded. As long as it’s within our internal skill set capability, we’ll do it for our clients.”

Schoolcraft’s organization is constantly working to develop better processes and tools. “Sometimes technology breaks, but getting clients to understand that, and then understand the value we bring is a challenge,” explains Schoolcraft. “The better and the faster remediation, the happier the client is.” This focus on constantly improving client satisfaction led aCOUPLEofGURUS to adopt Intel® vPro™ technology-based HP desktop and laptop PCs as a standard part of their solution. Intel vPro technology allows aCOUPLEofGURUS to do more remotely (reducing onsite visits by 50 percent) and to remediate problems more quickly—which not only makes their clients happy, but also improves aCOUPLEofGURUS’ staff utilization and margins. “We have already begun the process of getting vPro out to our clients, and it’s going to revolutionize the way we do business. I think that it’s the best-kept Intel secret out there,” says Schoolcraft.

Using Intel vPro technology to better leverage existing tools and manage 13% more PCs.

The advanced manageability and security features of Intel vPro technology allow aCOUPLEofGURUS to significantly streamline a number of key PC management tasks within their existing LabTech 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—that greatly reduce maintenance and management costs and increase the utilization of aCOUPLEofGURUS’ personnel

OVERVIEW OF HP PCS WITH INTEL VPRO TECHNOLOGY

HP desktop, notebook, and tablet PCs based on Intel vPro technology, combined with a leading software management application such as LabTech, 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 desklide 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.
- KVM Remote Control connects easily, maintains the connection through reboot cycles, and gives technicians a “full GUI” view of the PC they are working on.
- 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.

LEVERAGING HP DESKTOP AND LAPTOP PCS WITH INTEL VPRO TECHNOLOGY

According to Keith Schoolcraft, CEO of aCOUPLEofGURUS, HP’s outstanding quality and focus on research makes the difference. “If you look at HP’s history and background, they’re an engineering company and a longtime participant and creator of technology standards. These standards show in their products. Yes, there’s a little bit extra cost to their products, but it’s a better-quality product. You have to remember, the cost of the system is not the purchase price—the cost is support over lifetime.”

- Increased security capabilities that better protect the customer’s critical data and improve compliance while reducing PC 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 aCOUPLEofGURUS considerable advantages. "vPro lets our technicians manage 13 percent more PCs—and that’s a conservative number—and the more PCs you can manage, the more efficient you are," says Schoolcraft. "It’s a benefit to clients as well, because anytime we can keep our costs in check it’s going to help our clients. If I can hold my costs steady or reduce them, I don’t have to increase costs. Of course, the bigger benefit to our clients is the process efficiency we gain with vPro—we simply have faster results."

Remote capabilities reduce the need for onsite visits by 50%.

The advanced remote capabilities of Intel vPro technology allow aCOUPLEofGURUS to maintain and repair PCs more quickly and at lower cost. This is true for both normal maintenance activities and problem resolutions. "vPro reduces our need to go onsite by 50 percent," says Schoolcraft. "For a client, the average cost of a truck roll is $165, so this saves both the client and our company money." But the cost savings go deeper than that. "We’ve built our help desk—what we call our live desk—in-house and the number one reason we have to go onsite is because we can’t see what’s going on with a PC. But with vPro, we can see the system even if it’s not operational. We may still have to go out and visit a client, but at least we know what’s going on with the system."

Intel vPro technology kick starts the repair process and decreases OS remediation times by 50%.

Intel vPro technology allows aCOUPLEofGURUS to diagnose and repair many software-related issues without a service visit. "Using vPro to diagnose problems remotely is a significant advantage because it cuts the repair time dramatically," says Schoolcraft. "Our repair time drops to 30 minutes. This means our clients get back to work faster when there is a problem—and there are always more issues with the OS than the hardware."

Hardware repairs are also accelerated by Intel vPro technology’s remote capabilities, reducing aCOUPLEofGURUS’ average hardware repair time by 38 percent. On a vPro-based system, technicians can diagnose the problem remotely and then go to the customer site with the right part the first time. "vPro kick starts the repair process," Schoolcraft notes. "If I have to send someone out into the field, it effectively restarts the troubleshooting process. But with vPro, we get more definitive info and we don’t have to restart the troubleshooting process. Also, if a part has to be replaced, vPro can speed up ordering warranty parts because we see what’s wrong and then order the part."

Built-in technologies reduce patch times by 86% and reduce malware remediation costs.

Because aCOUPLEofGURUS can reach machines that are powered down, security software updates are accomplished much more quickly, resulting in better customer protection. "Patching is

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LABTECH REMOTE MONITORING AND MANAGEMENT (RMM) SOLUTION

LabTech is the only RMM solution developed from the ground up by managed services providers for managed services providers. If you can think of a task or process, LabTech can automate it. LabTech’s robust functionality can increase technicians’ efficiency through the automation of routine maintenance tasks as well as the development of preventative measures using powerful monitors and scripts.

COMPREHENSIVE REMOTE MANAGEMENT CAPABILITIES THAT IMPROVE AND EXTEND YOUR SERVICES OFFERING

LabTech is now taking advantage of powerful new remote capabilities that are built into PCs with Intel vPro technology. These new tools significantly improve down-the-wire services with remote power-up capability, proactive alerting, and persistent asset and configuration information.

DELIVER SERVICES AFTER HOURS TO DECREASE CUSTOMER INTERRUPTIONS AND INCREASE YOUR UTILIZATION

Because you can remotely power up, power down, and reset PCs with Intel vPro technology, you can shift more work to off hours when it won’t interfere with customer productivity. These functions include patch management using LabTech’s powerful Patch Manager*, software updates, virus scans, backups, and asset inventories.

IMPROVED MONITORING AND ALERTING THAT CAN PREVENT PROBLEMS

The LabTech plus Intel vPro technology solution takes advantage of new alert templates to set alerts, create tickets, or establish auto-fix script actions for faster, less costly remediations—often before the customer knows there’s a problem. After-hours NOC alerts can be sent to a remote NOC team or designated technician.
always a challenge,” explains Schoolcraft, “because you have to rely on the customer to leave their machine on.” Intel vPro technology allows aCOUPLEofGURUS to keep these PCs patched—but the improvement goes even further. “vPro lets us reach all the machines on a network. So you don’t have that one problem machine out there that you can’t reach weakening your entire network,” says Schoolcraft. “Our contracts with clients state we are responsible for patching and when it is a manual process, we’re constantly chasing machines. vPro simplifies that and lets us prevent malware and security problems, rather than having to react to emergency situations.”

Using Intel vPro technology to reduce PC downtime 35% is no-brainer.

Intel vPro technology helps aCOUPLEofGURUS respond quickly and remotely to customer issues. As a result, customers’ productivity and satisfaction are both increased. “This is a no-brainer savings and something clients can see the value of. While there’s a little higher upfront cost on a vPro-based machine, the first few times a client needs support on their system—and it’s not if they need support, but when—they’re going to get the value back. In fact, it will only take a 15-minute service for this to happen,” says Schoolcraft.

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Delivering Wildly Happy Customers and Competitive Advantage

According to Schoolcraft, Intel vPro technology’s capabilities are resulting in both higher margins and stronger customer relationships. “All of the capabilities of vPro play right into our mission of making wildly happy customers,” he explains. “vPro lets us service our customers—and all they know is that we are there and their machines are running—from an MSP standpoint that’s a good thing.” In addition, vPro helps aCOUPLEofGURUS’ increase their competitive advantage. “It gives us a competitive advantage by increasing our service ability, increasing our help desk capabilities, and increasing our overall efficiency. All of those little things make a difference and create a good bottom line for us,” Schoolcraft concludes.

SOLUTION PROVIDED BY:

1. 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.
2. Source: field testing by aCOUPLEofGURUS during May 2012. Software and workloads used in performance tests may have been optimized for performance only on Intel® microprocessors. Performance tests, such as SYSmark® and MobileMark®, are measured using specific computer systems, components, software, operations, and functions. Any change to any of those factors may cause the results to vary. You should consult other information and performance tests to assist you in fully evaluating your contemplated purchases, including the performance of that product when combined with other products. Configurations: All claims based on overall packaging of services provided by aCOUPLEofGURUS. Results may vary. For more information, go to http://www.intel.com/performance.
3. Requires activation and a system with a corporate network connection, an Intel® AMT-enabled chipset, and network hardware and software. For notebooks, Intel AMT may be unavailable or limited over a host GS-based VPN, when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. Results dependent upon hardware, setup, and configuration. For more information, visit http://www.intel.com/content/www/us/en/architecture-and-technology/intel-active-managementtechnology.html.
4. KVM Remote Control (Keyboard, Video, Mouse) is only available with Intel® Core™ i5 vPro™ and Core™ i7 vPro™ processors with Intel® Active Management technology activated and configured, and with integrated graphics active. Discrete graphics are not supported.

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