Nehring Technology Cultivates Client Productivity as Their Goal

$23,333

saved each year with Intel® vPro™ technology

Why Dell?

Justin Nehring says Dell is their hardware partner of choice: "We use Dell because their enterprise systems are stable and they can run three years with virtually no problem. Suddenly, three years is up and it's time to refresh and often we've not even needed to touch a machine. And, if we have to lean on their support, the Dell team is out there the next day—direct to our client site and taking care of the problem."

For more information on the benefits of Intel® vPro™ technology for small and midsized businesses, visit **msp.intel.com/casestudies**.

"We help our customers understand the value of PCs with Intel vPro technology through increased productivity and less downtime"

Justin Nehring, President and COO of Nehring Technology, takes new clients through a rigorous cost burden analysis so that they understand the value of PCs built on the Intel® vPro™ platform: "Our goal is to make folks productive. New clients might not have PCs with vPro and we explain why we want to standardize as their current fleet ages and needs replacing. If the customer has the right equipment, we save money and they save money."

When Justin quantifies how much money goes straight to the bottom line, however, it's impressive. Just by looking at deskside visits for *non*-vPro-based PCs—which typically run the company about two visits per month, compared to zero visits for a PC built with an Intel® Core™ vPro™ processor—Nehring Technology can realize $23,333.00 in reduced labor costs.

For the past five years, Nehring Technology has been on the MSPmentor Top 100 list. Justin attributes much of this success to the company's ability to remotely manage PCs.

"We have a team of eight employees, including myself and my wife, Kris, who is the CEO," says Justin. "It's a lean operation. But PCs with Intel vPro technology let us grow without adding staff. If we can scale on the revenue side without techs and labor, that's where we get real margin."
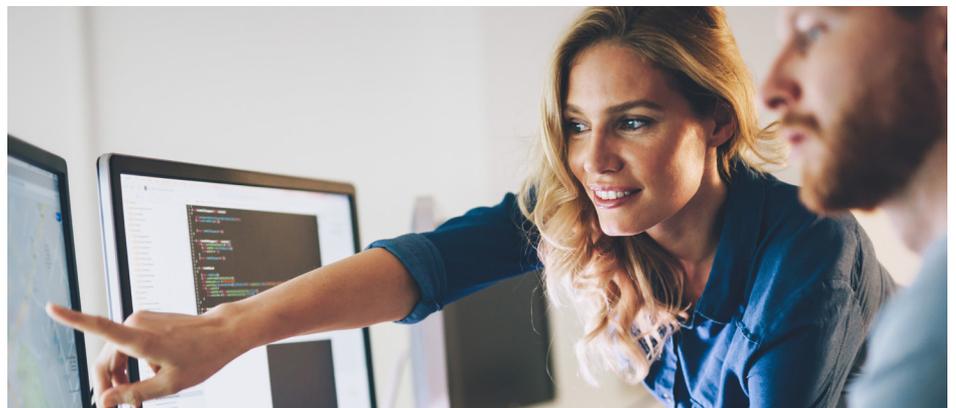
Intel® Active Management Technology tools can save up to eight hours of windshield time

With the ability to see and diagnose a malfunctioning PC, the Nehring team saves significant time and money. "A typical deskside visit often takes eight hours because of windshield time and the client locations. Everything we can do to add efficiency, we do. Adding vPro was part of our equation and now we look at that milestone and say, 'Yes, that was the right thing to do.'"

Nehring Technology first adopted Intel vPro technology as their standard recommendation approximately 10 years ago. "In the beginning, it helped us differentiate ourselves and I think it still does. More MSPs now understand that remote management is the norm and is what you must do to compete and excel. Being more efficient and handling more machines per tech allow you to increase margins."

But remote management also affects the company's relationships with its customers. "Showing customers that you have processes and technology that save them time and make them more productive is important. Customers understand—and even require—this and if you don't do these things, you can't expect to remain competitive going forward," Justin says.

An operational advantage that benefits customers and the MSP

Bruner Auto Family (Bruner), with multiple dealerships in two towns located 65 miles apart, chose Nehring Technology for their ability to help them think strategically about IT and then manage that IT remotely.

Mike Melton, the CFO of Bruner, talks about the role technology plays in their business: "Currently all of the car manufacturers are going to cloud-based systems. That means every service adviser, salesperson, accountant, and more must have a computer to access the systems. We've got 350 employees and 260 of them rely on PCs to do their jobs. We could function without computers if something happened, but it isn't easy. That's why Justin is considered part of our management team and Nehring Technology is a critical cog in our system."

Nehring took a page from the insurance industry—which offers safe driver discounts—and started offering customers like Bruner a "vPro discount" if they refreshed systems to Nehring's standard recommendation.

"Every vPro-based PC we put out in the field saves us windshield time—whether there is an OS or HW problem or we have to reload the system. Every time we manage a problem remotely we save ourselves money and the customer saves money because we give them a discount for deploying vPro-based PCs," says Justin.

Melton from Bruner Auto Family concurs: "I can honestly say that without Nehring, we couldn't operate day to day. We would be so bogged down with PC issues, we couldn't carry out the basic operations of the business. Everything hinges on our PCs and network. Nehring Technology is top-notch in meeting our needs."

Continuous customer education helps everyone

Justin knows that Nehring Technology's standardization on the Intel vPro platform helps their bottom line and their customer relationships. "We continuously educate our customers about why they need PCs built on the Intel vPro platform. We go back to the soft costs and remind them of the cost of their time. For instance, if we have a law firm and we sell to the head lawyer, it's easy to tell someone who is billing out $300/hour we can save them 30 minutes here and there. You do that a couple of times and the cost delta is earned back and they've stayed productive with minimal to no downtime," says Justin.

Justin continues: "We want customers that see their IT as an investment and not just a cost center. Once they understand the vPro equation, it's an easier sell—our goal is to make people productive and view our clients as long-term investments. vPro-based PCs let us do that."

Nehring's deployment of PCs based on Intel® vPro™ technology yields better IT functionality and lower service delivery cost[1]			
Activity	Without Intel® vPro™ Technology	With Intel vPro Technology	Improvement
Average time to resolve a hardware problem	180	60	66% reduction
Average time to reduce a software problem	60	40	33% reduction
Number of deskside visits	2	0	100% reduction

This year, Nehring will save $23,333.00 in labor costs by using PCs based on the Intel® vPro™ platform; this will grow as the number of Intel® vPro™ technology-based PCs in their customer base grows	
Money saved by eliminating one typical deskside visit	$25.00
Money saved by remotely reimaging one Intel vPro platform-based PC	$17.00
Total cost this year saved through remote service on the 400 Intel vPro-based PCs in their installed base	$23,333.00

RMM success with ConnectWise

"We spent a year with the wrong RMM, trying to make it work. Then we noticed that ConnectWise was investing a lot of money in LabTech, and we thought that looked promising. Normally RMM shifts are like pulling teeth, but after six weeks with ConnectWise we were automated and working like we were supposed to. Our partnership with ConnectWise has been a big part of our success," says Justin.

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For more information on Nehring Technology, visit nehringtechnology.com.