

Case Study
Intel® vPro™ Technology
Axcell Technologies, Inc.



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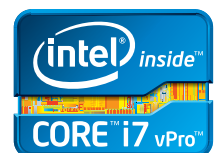
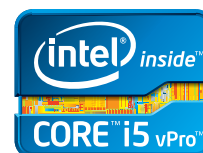
*– Rick Vines, President,
Axcell Technologies*

For Axcell Technologies, Intel® vPro™ Technology Helps Drive the Ultimate Competitive Advantage: Real Integration into the Client’s Business

Providing Seamless IT Functions – Like 50% Less Downtime and 40% Faster Problem Resolution – Helps Make the MSP Indispensable

After seven years of delivering managed services to small- and midsize businesses, Axcell Technologies has honed a strategy of deep customer service that yields remarkable levels of customer retention and account control. “We don’t deliver technology, but rather very high-quality IT functions,” explains Rick Vines, president of the company. “For our customers, that level of IT functionality becomes strategic in serving their customers. As a result, we become integrated into their company – not as a vendor but as an extension.” For most of their 50 managed services customers, Axcell Technologies comprises the customer’s entire IT department.

Maintaining that level of service means constantly improving tools and processes to increase both efficiency and the value delivered to customers. That approach led Axcell Technologies to adopt Intel® vPro™ technology-based¹ Dell desktop and laptop PCs as a standard part of their solution. By managing these advanced platforms through their Kaseya management console software, the company has been able to significantly cut the cost of delivering services while at the same time substantially improving their customer’s IT experience. “Keeping pace with technology changes is critical to providing our clients with a roadmap to their future as well as supporting our own efficiency and profitability,” says Vines. “With 900 desktops and laptops under management, the way that vPro extends our Kaseya RMM solution makes a huge impact.”



Customer Service Levels That Create Tight Relationships

The advanced manageability and security features of Intel vPro technology allow Axcell Technologies to significantly streamline a number of key PC management tasks within their existing 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**² – regardless of power state or operating system health – that greatly reduce maintenance and management costs and increase the utilization of Axcell Technologies’ personnel.
- **Increased security capabilities** that better protect the customer’s critical data while reducing 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 Axcell Technologies considerable advantages. “vPro-based PCs are our standard recommendation,” says Vines, “and we base that recommendation on the benefits both to the customer and to us.”

“Without a doubt, vPro is a competitive advantage. It gives us a better offering than the other guy. It makes us look smarter – we’re bringing the customer something new with visible value to their business. And we’re doing it all more efficiently than our competitors.”

– Rick Vines, President, Axcell Technologies

Leveraging Dell Desktop and Laptop PCs Featuring Intel® vPro™ Technology

Axcell Technologies is deploying Dell systems based on Intel vPro technology because Dell’s advantages support their business model. “Dell makes it easier to configure systems than other vendors,” explains company president Rick Vines. “They offer an excellent warranty service and they meet their SLAs, which helps us meet our customers’ expectations. Dell systems have great performance and a low failure rate. We’ve tried other providers, but they just couldn’t make it as simple as Dell.”

Advanced remote capabilities reduce repair times by 40% and cut deskside visits by 83%. The advanced capabilities of Intel vPro technology allow Axcell Technologies to maintain and repair PCs more quickly and at lower cost. This is true for both normal maintenance activities and problem resolutions. For typical hardware problems, Intel vPro technology cuts Axcell’s average repair time by 43 percent.³ “Because we can reach the machine remotely to run diagnostics, vPro can eliminate the usual first trip to diagnose the problem,” says Vines. When the technician does go out, it’s only once and with the right part for the repair. Similarly, Intel vPro technology’s remote capabilities allow Axcell’s technicians to accelerate OS repairs by 40 percent.³ “For operating system-related issues, vPro’s advantages are remarkable,” notes Vines. “Being able to boot to a remote ISO image is a big deal, especially when you’re managing 900 workstations.” According to Vines, the impact on customers is considerable. “To the extent that we can fix your problem right now, instead of your having to wait, it’s pure service quality.” vPro’s capabilities reduce Axcell Technologies deskside visits by 84 percent,³ which means lower cost and better utilization of the company’s

Table 1. Delivering More to Customers Through Intel® vPro™ Technology

Axcell Technologies’ deployment of PCs based on Intel vPro technology yields better IT functionality and lower service delivery cost³

Activity	Without Intel vPro Technology	With Intel vPro Technology	Improvement
Average time to resolve a hardware problem	140 minutes	80 minutes	Reduced 43%
Average time to resolve an OS problem	200 minutes	120 minutes	Reduced 40%
Average amount of downtime per PC per month	100 minutes	50 minutes	Reduced 50%
Deskside visits per month at a typical customer	6	1	Reduced 83%
Power cost savings per PC over 3-year life span	\$0	\$506	TCO lowered by \$506

key asset – its people. “The average cost of a truck roll is \$160,” notes Vines. “But beyond that savings, vPro allows our technicians to get more done in the same amount of time, driving up our utilization of staff by seven or eight percent. That absolutely helps us grow.” Intel vPro technology even accelerates the deployment of security patches, by allowing Axcell’s technicians to reach PCs that are powered off.

Improving customer productivity with 50% less PC downtime. “Generally, customers expect that nothing should ever go down and, if it does, it should be fixed immediately,” says Vines, only half-jokingly. “Seriously, our customers understand the impact of PC downtime on employee productivity. And downtime is primarily a function of waiting for the technician to get onsite. Because vPro lets us solve more problems remotely, we’re cutting average PC downtimes by 50 percent and getting our customers’ employees back to work more quickly.”

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Active and passive power management capabilities that significantly reduce energy costs. With the ability to turn off groups of PCs after hours and then power them back up before the start of the next business day, Axcell Technologies can now save their customers money through lower energy usage, making a substantial positive impact on their ROI. “We estimate that a vPro-based PC that is actively power managed can save a customer \$168 per year,” says Vines. “We will definitely be pointing this out in sales calls. Our larger customers and prospects will be very attracted to this level of savings.”

Overall, leveraging PCs based on Intel vPro technology increases Axcell Technologies’ ability to serve their customers while at the same time lowering their cost considerably. “vPro is a great extension of the managed services model,” notes Vines. “It gives us access to systems that would otherwise be inaccessible and extends our reach.

Kaseya IT Automation Framework

The Kaseya IT Automation Framework provides a complete and integrated view of IT environments from a centralized Web-based management console, allowing managed service providers to remotely manage their customers’ entire computing infrastructure with one powerful and integrated application. The Kaseya IT Automation Framework leverages Intel® vPro™ technology to deliver more remote capabilities to MSPs.

Built-in IT automation. Kaseya builds automation into the system’s deployment and management process by mirroring best practices and automating repetitive work using machine-driven tasks and processes.

Designed to manage, not just monitor, the SMB IT environment. Kaseya focuses on managing the entire IT infrastructure, so the IT services provided are proactive and customers get deeper support for their business applications.

Powerful, fully integrated, and easy to use. The combination of Kaseya and Intel vPro technology provides a comprehensive, easy-to-use, and integrated Web-based IT automation solution that can be deployed rapidly, efficiently, and effectively.

Integrated Intel vPro technology. Kaseya has fully integrated many of the powerful capabilities of Intel vPro technology to provide authorized technicians with remote PC management virtually anytime, even when PC power is off or the OS is unresponsive.^{1,2}

For more information on the Kaseya IT Automation Framework, visit www.kaseya.com.

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A Serious – and Sustainable – Competitive Advantage

The effect of Intel vPro technology on Axcell Technologies' capabilities is large enough to represent a competitive advantage. "Without a doubt, vPro is a competitive advantage," says Vines, "equivalent to the advantages of having a good workable RMM configuration. It gives us a better offering than the other guy. It makes us look smarter – we're bringing the customer something new with visible value to their business. And we're doing it all more efficiently than our competitors."

For More Information

For more information on the benefits of Intel vPro technology for small and midsize businesses, visit msp.intel.com.

For more information on Axcell Technologies, visit www.axcelltech.com.

For more information on Kaseya's IT Automation Framework, visit www.kaseya.com.

Overview of Intel® vPro™ Technology

Desktop, notebook, and tablet PCs based on Intel vPro technology,^{1,2} combined with a leading software management application such as Kaseya, 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 desktide 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.
- Automated proactive alerts identify issues before they become problems or costly repairs. These include alerts about missing or disabled software, memory usage, hard drive health, fans, and power supplies.
- 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.
- Remote asset tracking eliminates time-consuming manual inventory of hardware and software with remote inventory management, even if the system is off or down.

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 PCs with Intel® vPro™ processor technology include Intel® Active Management Technology (Intel® AMT). Intel® Active Management Technology 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/iamt/>.

³ Source: Axcell Technologies based on field testing performed during March 2011.

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