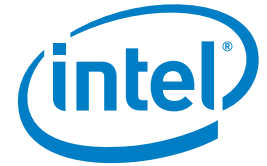


CASE STUDY

Intel® vPro™ Technology
Enterprise Client/Mobility
Security and Manageability



Securing Client PCs via Remote Access

Intel® vPro™ technology helps create new business opportunities by adding value to Otsuka Corporation's solutions



Otsuka Corporation

Otsuka Corporation

Established: July 17, 1961

Capital: 10,374,851,000 yen

Business activities: System integration,
service and support

<http://www.otsuka-shokai.co.jp/>

"Intel® vPro™ technology provides a reliable way of switching power on or off remotely and represents a paradigm shift capable of overturning the skeptical attitude that customers have shown to remote access in the past."

*Akihiko Nakamoto
Manager
Product Promotion Dept.
Otsuka Corporation*

CHALLENGES

- **Remote power management.** Use remote access to power client PCs on and off, even when they are in distant locations.
- **Remote access.** Improve usability by allowing secure remote access to client PCs in the office.
- **Maintenance and cost savings.** Reduce management costs by using late-night hours, weekends, and holidays to perform automatic backups and other maintenance tasks on client PCs.

SOLUTION

- **Platform.** Client PCs equipped with Intel® vPro™ technology
- **Applications.** Office Tunneling Kit*, Over Time Update Server Pack for QND*, Over Time Client Backup Server Pack for Secure Back*

IMPACT

- **User and customer satisfaction.** Provide customers with unsurpassed value-add.
- **Business development.** Gain new business opportunities.

Remotely and Reliably Switching Client PCs On and Off

Since its establishment in 1961, Otsuka Corporation has offered one-stop services covering everything from IT equipment to office products with a multi-vendor approach that does not tie it to the products of any particular supplier. Based on its motto of "using IT to energize the office," the company provides comprehensive support to Japanese businesses.

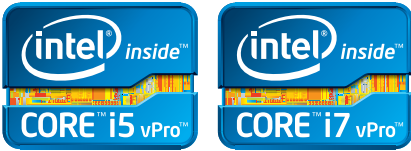
In supporting the operations of its customers, Otsuka received customer requests to remotely control office-based client PCs to help employees work from home, make it easier to establish of satellite offices, and manage client PCs more efficiently. Although Otsuka already knew about software-based techniques for remote access, it was concerned that the software might not work in all situations. Otsuka investigated Intel® vPro™ technology because of its capability to switch PCs on and off remotely using a hardware-based mechanism. Akihiko Nakamoto, manager of Otsuka's Product Promotion Department, explained, "Intel vPro technology provides a reliable way of switching power on or off remotely and represents a paradigm shift capable of overturning the skeptical attitude that customers have shown to remote access in the past. We recognized that by combining Intel vPro technology with our own services, we could provide an unparalleled level of convenience to our customers."

Automatic Login to Office PCs by Inserting a USB Authentication Key into a Remote PC

Otsuka's Office Tunneling Kit*, released in March 2010, was the first of the company's solutions using the power management functions of Intel vPro technology. This kit allows users to remotely turn on company PCs equipped with Intel vPro technology and automatically login by simply inserting a USB authentication key into any PC connected to the Internet.

Explaining the concept behind the solution, Nakamoto said, "Most of the 830,000 companies we deal with are small or medium-sized businesses. Intel vPro technology was seen as a solution for large corporations, with most of its benefits not apparent until applied to all PCs. However, it is not unusual for users at small or medium-sized businesses to go to work at night or on weekends and holidays to perform routine office tasks. This gave us the idea of providing a solution that can take advantage of the benefits of Intel vPro technology when working from home, even if it was only being used for a single PC."

Otsuka supplies its own vPack* range of PCs equipped with Intel vPro technology to customers uncertain about what type of client PC to purchase or select. As Yasuo Minamiguchi, chief clerk of Otsuka's Product Promotion Department, explained, "We are able to offer



customers considering the purchase of a PC equipped with Intel vPro technology the ideal model to suit their requirements, with excellent management capabilities."

Client PCs Boot Overnight or on Weekends/Holidays to Perform Automatic Backup and Other Maintenance Tasks

In September 2010, Otsuka released two additional solutions targeted at medium-sized businesses that use around 100 PCs. The Over Time Update Server Pack for QND* takes advantage of late-night and other non-business hours to run maintenance tasks such as Windows* updates. Otsuka's Over Time Client Backup Server Pack for Secure Back* handles batch backups of client PCs.

"These solutions can be used to start up client PCs via remote access at night or on weekends/holidays to run backups or other maintenance tasks," explained Nakamoto. "It makes effective use of non-business hours, reducing user and administrator workloads, and it also lowers administration costs."

To complement these three solutions, Otsuka also developed its own custom service, Setup Service for PCs with Intel® vPro™ Technology*, which includes functions that update PC BIOS settings to facilitate the use of Intel vPro technology and handle network and password settings. This service allows customers to quickly get started with remote power management functions.

New Business Opportunities with High-Added-Value Technology

Otsuka intends to strengthen its marketing strategy with the aim of achieving greater

market segment penetration for its solutions that work with Intel vPro technology. Nakamoto expressed this aim by saying, "the Office Tunneling Kit has already been adopted by more than 200 companies. In the future, we hope to persuade more companies about the benefits of adopting this approach by introducing the other solutions." Otsuka also operates a Managed Network Service* (MNS*) that provides remote maintenance and on-site repair work if needed for servers used by customers. The company is now considering extending the scope of this service to cover client PCs as well. Minamiguchi commented on his expectations, saying "There is strong user demand for the management functions of Intel vPro technology in servers and workstations and I look forward to its future applications."

Security and manageability: Protect information, lower operating costs, and improve productivity through built-in robust security and manageability.

Find a solution that is right for your organization. Contact your Intel representative or visit the Reference Room at www.intel.com/references



Akihiko Nakamoto
Manager
Product Promotion Dept.
Otsuka Corporation



Yasuo Minamiguchi
Chief clerk
Product Promotion Dept.
Otsuka Corporation

Office Tunneling Kit

<http://www.otsuka-shokai.co.jp/products/osm/mobile/officetk.html>

This kit automates the secure process of remotely accessing company PCs. The login URL, ID, password and other information are stored on a special USB authentication key which can be used simply by inserting into any PC connected to the Internet. Work done on a non-company PC uses company PC applications, and no data is stored on the non-company PC.

Over Time Update Server Pack for QND

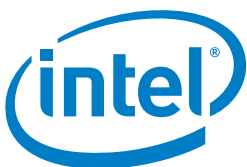
<http://www.otsuka-shokai.co.jp/products/svr/overtime-pack/>

This solution can remotely start-up PCs that are turned off (such as at night or on weekends/holidays), automatically apply security patches (such as Windows updates), and then turn the power off again. This saves time by eliminating the need to perform maintenance tasks during working hours and improves security by removing the dependence of such tasks on specific people.

Over Time Client Backup Server Pack for Secure Back

<http://www.otsuka-shokai.co.jp/corporate/release/2010/100825.html>

This solution can remotely start-up PCs that are turned off, perform an automatic backup, and then turn the power off again. Even time-consuming full system backups can be performed outside working hours such as at night or on weekends/holidays. Performing backups of PCs overnight or at other non-peak hours makes the backup process more reliable because it eliminates concerns about network bandwidth.



Intel® vPro™ technology includes powerful Intel® Active Management Technology (Intel® AMT). Intel AMT 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. 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 or implementation of new business processes. With regard to laptops, Intel AMT may not be available or certain capabilities may be limited over a host OS-based virtual private network or when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. For more information, see <http://www.intel.com/technology/platform-technology/intel-amt/>.

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