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Caszone achieves positive ROI of 160% using Intel® vPro™ technology to improve asset management and helpdesk support

Caszone, headquartered in Korea, is a managed service provider which delivers IT management services to internet cafes (iCafes) and other small and medium businesses (SMBs) in Korea.[1] With 25 employees and 110 partner support centers, Caszone currently manages 40,000 laptop and desktop PCs. An industry leader, the company recently received the Best iCafe Customer Satisfaction Award.

Caszone is contracted by Korea Rental to manage PCs that are rented to iCafes across Korea.[2] This involves two services: asset tracking and helpdesk support. Accurate asset management (by means of periodic PC auditing and inventory checks) helps Korea Rental avoid capital losses and licensing issues. Caszone also provides helpdesk support for software and hardware problems, in order to help minimize downtime for PCs used by iCafe customers.

In the past, when a PC has not responded to a remote audit or inventory, Caszone often had to provide on-site service to fulfill their service level agreement. A large number of these failures were caused because PCs were powered down during the remote service cycle. To help reduce such service costs, Caszone has been taking advantage of the remote manageability features on newly deployed PCs with Intel® Core™2 processor with vPro™ technology.[3]

Since managing the PCs with Intel® vPro™ technology, Caszone has seen a significantly reduced failure rate for remote audits and inventories. Caszone is also able to offer a better service level agreement to Korea Rental, improving the audit and inventory accuracy target from 90% to virtually 100%. The company now remotely discovers and powers up PCs with Intel vPro technology virtually anytime for remote access by asset tracking software. By reducing this type of failure, Caszone has less need to make on-site visits to locate PCs for audits and inventories.

Caszone has also implemented improved remote diagnostics for both hardware and software problems, and has significantly improved remote software problem resolution. The improvements have resulted in substantial savings – over $29,000 saved in IT service costs in the first 6 months alone.[4] Based on Caszone's activation plan for Intel vPro technology, the potential cumulative saving is projected to be about $1.1 million over 4 years. The company further projects a positive ROI of 160% with a break-even point achieved in 27 months.[4,5]

ROI investigation

The Caszone investigation was conducted in iCafes across six provinces in Korea, in an environment with approximately 4,000 laptops and 14,000 desktop PCs, of which 3,025 (17%) were PCs with Intel vPro technology.[4] Data was analyzed for PC audit, inventory, and helpdesk support over a 6-month period. Data was then projected for 3.5 years, based on historical and current economic indices with the assumption that Caszone would manage approximately 20% more PCs with Intel vPro technology per year.[4,5] Growth projections are based on Korea Rental's typical hardware refresh cycle for iCafe clients. ROI was calculated solely for Caszone based on both realized and projected service costs and savings. ROI does not include benefits for Korea Rental or iCafe owners.

Key findings from ROI analysis

- **Positive ROI of 160% in 4 years** by deploying PCs with Intel® vPro™ technology to support remote PC audits, hardware/software inventories and hardware/software problems resolution.[4,5]

- **Break-even point achieved in 27 months.**[4]

- **Projected savings of over $1.1 million** over 4 years in IT service costs for PC audits and hardware/software inventories and resolution of hardware/software issues.[4]

Positive results

Results of the investigation show that, when managing PCs with Intel vPro technology, Caszone has been able to:

- Reduce failure rate for PC audits and hardware/software inven-tories by 80% and 86%, respectively.[4]

- Reduce on-site service for hardware issues by 17% – a savings of $90,000 over 4 years.[4]

- Reduce on-site service for software problem resolution by 49% – a savings of $40,000 over 4 years.[4]

By implementing improved remotely manageability, Caszone has not only realized operational savings but has also improved the quality of service they provide to their clients. Korea Rental can now keep better accounting of its PC assets and deliver a shorter mean time to repair (MTTR) for problem resolution. In turn, this helps reduce PC downtime and improve revenue in the iCafes. As more and more iCafe PCs migrate to PCs with Intel vPro technology, Korea Rental and iCafe owners will benefit further from Caszone's service excellence.

Table 1. Comparison of operational costs and ROI for remote asset management and remote problem remediation[4]

	Without Intel® vPro™ technology	PCs with Intel® vPro™ technology				
	Year 0[a]	Year 1[b]	Year 2[c]	Year 3[c]	Year 4[c]	Estimated improvement with PCs with Intel® vPro™ technology
Average number of PCs activated with Intel vPro technology	15,000[d]	3,000 (17% of total PCs)	7,900 (58% of total PCs)	17,200 (82% of total PCs)	25,700 (88% of total PCs)	
Number of service calls reduced in asset management	N/A	6,500	17,100	37,100	53,400	On-site IT time required for asset management: 54% less
Cost saving in asset management	N/A	$48,900	$146,600	$319,200	$459,600	Cumulative 4-year savings: $1.1 million
Number of desk-side visits reduced in resolution of hardware/software issues	N/A	248	650	1,416	2,039	
Cost saving in resolution of hardware/software issues	N/A	$9,100	$23,700	$51,500	$74,100	
ROI Summary						
Yearly Intel vPro technology implementation and deployment cost		$152,800	$79,200	$65,600	$59,000	NPV of 4-year net savings: $513,100[e] Break-even point: 27 months[e]
Yearly cost savings		$58,000	$170,300	$370,700	$533,700	Positive ROI: 160% in 4 years[e]

[a]Data is the result of measurements.

[b]Data is the result of measurements in Q1-Q2, and the result of projections in Q3-Q4.

[c]Data is the result of projections.

[d]Number of PCs are growing at 20% annual rate.

[e]ROI is calculated based solely on two IT support processes (PC audit and hardware/software inventory), and assumes a 10% weighted cost of capital.

For more information about PCs with the Intel Core 2 processor with vPro technology, visit www.intel.com/vpro.

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