



Setting the Standard for Mobility

Project Informatica demonstrates latest mobile technology to customers with Intel® technology-based tablets



COMPANY

Project Informatica is a system integrator that has offered advice, expertise and support to customers across Italy since 1990. Its services cover information and communications technology (ICT) infrastructure design, development and implementation as well as providing consultancy on issues such as fleet management, unified communications and disaster recovery. It offers solutions covering cloud computing, mobility, client/server virtualization and digital signage.

CHALLENGE

As an ICT specialist, Project Informatica must have the latest technologies at its disposal. It must show its own use of innovative technologies to demonstrate its expertise to its clients and act as an example for best practices.

The sales team spends a lot of its time on the move and meeting with clients. These employees, therefore, need the latest mobile computing devices that combine all the best elements of performance, security and usability for them to show off to their customers. They also need to ensure they stay as effective as possible even when out of the office, and they rely on their mobile devices to do this.

SOLUTION

After testing various mobile devices, Project Informatica chose to go with the Samsung Slate* 700T, a tablet based on the second-generation Intel Core i5 processor and Windows* 8 operating system. "We work with Samsung closely in a number of areas," says Alberto Ghisleni, Managing Director, Project Informatica. "We've been particularly impressed by its digital signage and mobility showroom, where customers in any market segment can touch and test mobile solutions."

The sales team reported very positive experiences, both in terms of the devices' performance and their integration with core applications. These two fundamental capabilities, combined with good battery life and response times, make this tablet a "valid replacement" for traditional notebooks, according to Ghisleni.

He adds: "The Windows 8 interface makes usage significantly more organized and engaging. The touch feature is also strategic for our sales team because it allows them to save time while having a more appealing and interactive graphic interface for their most commonly-used applications."

Benefits

The new device makes it possible for the company's sales team to work in complete confidence, offering the high levels of security that the organization has always demanded for its commercial activity. "This is a positive aspect also being confirmed by our clients, who have been invited to use mobile devices based on Intel technology with touch features," comments Ghisleni.

The company is planning to extend the use of these devices to a number of teams across the company.



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Alberto Ghisleni,
 Managing Director
 Project Informatica.

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