



Success Brief

Intel® Core™ 2 processor
with vPro™ technology

Financial Services
IT management

BBVA

“Intel® Core™ 2 processor with vPro™ technology has brought tremendous benefits ranging from more efficient management to high productivity gains.”

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Banking on remote support

Spanish bank gains compelling rewards from Intel® Core™ 2 processor with vPro™ technology

The Spanish IT department of Banco Bilbao Vizcaya Argentaria (BBVA) manages thousands of PCs, including 23,000 desktop PCs, across the country's 4,200 branches.¹ This required intensive management given that remote data and application updates, including security patches, were frequent. If an upgrade failed, not only did IT support need to be engaged, but branch employees would also be distracted from their primary work of supporting customers. Given the large installed base of PCs, this was costly and time-consuming both from the IT support perspective and staff productivity.

- **Improve data transmissions and upgrades.** Banco Bilbao Vizcaya Argentaria (BBVA) wanted to find a more efficient way of managing 26,000 desktop PCs distributed throughout its 4,200 branches in Spain.
- **Remote management and upgrades.** The company installed Intel® Core™ 2 processor with vPro™ technology in its PCs and also used this processor technology to power a dedicated PC server in each branch.
- **High ROI and comprehensive productivity gains.** BBVA estimated a 348 per cent ROI within five years, a breakeven within one year and 5 years of productivity gains, amounting to a conservatively calculated net present value of USD 620,000 (EUR 479,000)²

BBVA's initial intention was to establish a more effective way of booting up systems when upgrades failed. It evaluated the encrypted remote boot function of Intel® Core™ 2 processor with vPro™ technology. By incorporating this processor into PC servers, it discovered that the hardware-based technology, via integrated device electronics redirect, could securely and remotely start up a PC, after a transmission failure and then retransmit the data without any employee involvement.

The company implemented Intel Core 2 processor with vPro technology onto 23,000 desktop PCs and configured 4,200 of these, one for each BBVA branch location, into server PCs, so they could receive remote data and application updates from central offices. Each server would then be used to deliver the data and upgrades to the desktop PCs in each office.

These server PCs were configured using the Intel Core 2 processor with vPro technology small and medium-business mode at a cost of USD 0.68 (EUR 0.52) for each PC, before sending the PCs to the branches.²

Within the central offices, Microsoft System Management Server was used as the management console for directing the data and application updates. However, within the branch offices, management software that had been developed in-house was used. This ensured that software implementation costs and IT training costs were minimal.

A return-on-investment (ROI) and total cost of ownership investigation revealed quick and compelling benefits. This was based on the analysis of data for a 'one-use case' of remote booting and then projected over four years, with the assumption that the number of PCs in the company would remain constant.

BBVA places remote PC management at the centre of IT delivery

Compelling gains

The investigation revealed a positive ROI within five years of 348 per cent and a TCO break even achieved within one year. Productivity gains of USD 180,000 (EUR 139,000) within one year of deployment were also recorded, rising to a projected cumulative net present value of USD 620,000 (EUR 479,000) over five years. These productivity gains were conservatively calculated by applying a 50 per cent discount to the values that were used.²

As well as the ROI and productivity gains experienced by BBVA there was also an upswing in customer service. Though difficult to measure, the company noted a definite improvement as more employees were available to help customers, rather than being tied down by back-office requirements arising from failed upgrade deliveries.

Following the roll out, the company is now planning to utilise more fully the remote management benefits of Intel® Core™ 2 processor with vPro™ technology. One of the first steps is the elimination of server PCs in each branch, now considered an unnecessary layer of infrastructure. Data and software upgrades, as well as inventory tracking, can now be carried out remotely on each PC.

Spotlight: BBVA

Banco Bilbao Vizcaya Argentaria (BBVA) is a multi-national financial services group. Headquartered in Madrid, Spain, it is the leading financial franchise in Latin America and the fifteenth largest financial institution in the western world. In the US it is one of the 25 largest banks in terms of assets and one of the few international groups operating in China. In Spain, it is the country's second largest bank, employing 35,000 people.



The bank is also planning to improve power management by using the encrypted remote power-up capability of Intel® vPro™ technology. BBVA expects to make significant savings on electricity by permitting users to power down their PCs when not in use. IT technicians will make use of remote functionality to power-up the PCs for out-of-hours data transmissions.

Furthermore, BBVA will also deploy a further 4,000 PCs powered by Intel Core 2 processor with vPro technology, to its central offices. In summary, Intel Core 2 processor with vPro technology, has helped BBVA reduce complexity, lower infrastructure costs, reduce service costs, improve employee processes, enhance customer service and garner a 348 per cent ROI within five years.²

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¹ All content about Banco Bilbao Vizcaya Argentaria (BBVA) was provided by BBVA

² Source BBVA ROI Study -

http://communities.intel.com/servlet/JiveServlet/downloadBody/2521-102-1-3496/BBVA_321235-001US.PDF

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