



## Case Study

Intel® Core™ 2 Duo processor  
with vPro™ Technology  
Predictive Enterprise  
Security & Manageability



Famous e-Cafe

# No IT Staff, No Worries

**Without its own IT staff to handle problems that crop up in its PCs, Famous Cyber Cafe turned to Intel® vPro™ technology to fill the gap**

Cyber cafes, or Internet cafes in Malaysia are social focal points usually frequented by students and young adults where besides catching up with friends, the main activities are surfing the Web, playing online games and watching online video. Famous Cyber Cafe Sdn Bhd is one such outlet that caters to these needs, operating almost every day from 9.00 am to 12.00 midnight. Keeping all its PCs operating in optimal working order is important in running a profitable business, according to Managing Director Tham Soon Fatt. Hence, the company decided to turn to Intel® vPro™ technology to fulfill that need.

### Challenges

- **Inadequate IT support.** Difficult and costly to keep PC fleet operating optimally with no technicians on staff. Also, operating long hours, weekends and holidays meant no support from outside vendors.
- **Reactive maintenance.** PC maintenance was reactive, not proactive, with failures occurring at inopportune times, resulting in extended downtimes which affected business operations.

### Solution

- **Deploy Intel® vPro™ technology.** Deploy desktops based on the Intel® Core™ 2 Duo processor with vPro™ technology.

### Impact

- **Proactive maintenance.** PCs are monitored through a central console which triggers alerts of any impending issues.
- **Better manageability.** PC fleet remotely managed by vendor with near instant reaction to troubleshoot and fix problems without desk-side visits or sending in PCs for repair.
- **Enhanced security.** Security updates and anti-virus patches automatically pushed from central console to keep PC fleet up-to-date against outside threats.

### Hard work to keep PC fleet running

Famous Cyber Cafe runs a fleet of 150 PCs in its cybercafe business. The PCs operate for 15 hours per day almost every day of the week. A major issue that the cybercafe faced is maintaining the PC fleet in optimal operating condition. Tham, who is also the owner of Famous Cyber Cafe explains that "I don't have any staff who are adequately knowledgeable about IT and I am concerned that our PCs are not sufficiently well maintained and fully utilized for my cybercafe business."

Tham does not have any IT background himself, and whose previous experience was in running a food and beverage business. However, as a businessman, he well understood the importance of keeping the cybercafe's PCs in good working order, as these brought customers into his cybercafe and generated revenue for the company.

"Maintaining the PCs is a time consuming and high cost affair. If PCs break down, our business will suffer and our customers will turn away from us and go elsewhere," explains Tham. As the PCs are for public use, keeping them safe, secure, and running optimally is a challenging task. Different people use the PCs throughout each day for different tasks, from online gaming to surfing the Web and receiving or sending email. It is impossible to 'police' every single user session to ensure that every PC is reset back to default. Having an Internet connection also brings dangers as customers may inadvertently visit sites that may introduce viruses or spyware into the cybercafe. Even with antivirus software installed, without a proactive approach or IT staff in-house, breaches can occur and result in PCs going down.

### Downtime is costly

Famous Cyber Cafe depended on an external vendor to troubleshoot and repair its faulty PCs. "But I cannot afford to always send back the PCs for troubleshooting," says Tham. "This will easily take up 1 or 2 days, even for just reinstalling games." This will also attract costs in terms of transport and staff to send back the PCs as the vendor is located several kilometers away.

"Managing my PCs is very time consuming and is a high maintenance cost as I don't have any technicians on my staff. I needed a better way to deal with these issues and Intel® vPro™ technology is the solution for me."

Tham Soon Fatt  
Managing Director  
Famous Cyber Cafe Sdn. Bhd.

One solution was to hire a full-time in-house IT technician. However, this approach was not feasible in terms of cost and time as the cybercafe operates 15 hours a day. "Most of my customers come after work or on weekends and public holidays," says Tham. "However, during this 'Golden Time', our computer vendor is not operating. It is also difficult to hire a qualified technician to work at these times"

The existing situation at Famous Cyber Cafe was 'reactive' and did not put the company in good light especially when a PC failed while a customer was using it. Tham wanted a solution that was proactive. Even if a PC were to fail, he wanted a solution that would eliminate wasting his staff's time in sending and collecting PCs for repair.

#### A solution that meets the need

Famous Cyber Cafe consulted with his computer vendor SNS Network Sdn Bhd who presented Intel® vPro™ technology as the solution to meet his needs. As a businessman, Tham considered the costs of continuing the business as it was, versus investing in Intel vPro technology despite the current worldwide economic downturn. "Currently my staff are burdened with handling PC technical support, contacting the vendor, transporting the PCs for repair, etc," says Tham. "Intel® vPro™ technology addresses this burden, frees up my staff to do their work, and enables me to focus on the business and leverage the service provider's strengths for these technical support matters."

Through an initial seeding program, Famous Cyber Cafe was able to 'test drive' the technology to understand how it could be applied to their environment. Today, all of Famous Cyber Cafe's 150 PCs are running on Intel® Core™2 Duo processor with vPro™ technology which were set up by SNS Network. The Intel® vPro™ technology-enabled PCs are all connected in a LAN at Famous Cyber Cafe's outlet and have access to the Internet. The remote management console is located at SNS Network's premises 30 kilometers away and linked to the cybercafe's PCs via a secure VPN. From this console, SNS Network can actively monitor the operational status of Famous Cyber Cafe's PC fleet and take the necessary action to fix any problems that occur.

#### Manage the business, not the IT

Through its Intel® vPro™ technology-enabled PCs, Famous Cyber Cafe benefits in several areas:

- **Shift focus** from managing PCs to managing its business for success. The implementation simplifies PC management for Tham's staff. With built-in manageability, proactive security and energy-efficient dual-core performance of the Intel® Core™2 Duo processor. Tham is free to focus on more on business issues to accelerate success.

- **Solve most costly IT problems** through proactive monitoring from a centralized console that can run manageability and security applications in the background without interrupting the end-user experience. Most problems are fixed before they result in PC breakdowns. This means less PC downtime and a better user-experience for the customer.
- **Stop security threats** before they reach the operating system by enforcing system compliance through a central security policy that enables automatic updating of security patches and anti-virus updates.

By Tham's reckoning, investing in Intel® vPro™ technology is smart spending. "Intel® vPro™ technology addresses the technical support burden of my staff," he says. "It helps a business owner like myself to focus on my business and not worry about technical support."

**Find a solution that is right for your organization. Contact your Intel representative or visit the Reference Room at [www.intel.com/references](http://www.intel.com/references)**

**For more information on Intel® vPro™ technology, visit [www.intel.com/vpro](http://www.intel.com/vpro)**

#### Spotlight on Famous Cyber Cafe Sdn. Bhd.

- Famous Cyber Cafe Sdn Bhd is located in Ipoh, Perak, and maintains a fleet of 150 desktop PCs in its cyber cafe business.
- Most of Famous Cyber Cafe's customers are students and young adults who make use the PCs to surf the Web or play online games.



#### Solution provided by:



**Security and Manageability.** Protect information, lower operating costs and improve productivity through built-in robust security and manageability. To learn more about Intel's Predictive Enterprise strategy visit

<http://www.intel.com/references/pe/index.htm>

This document and the information given are for the convenience of Intel's customer base and are provided "AS IS" WITH NO WARRANTIES WHATSOEVER, EXPRESS OR IMPLIED, INCLUDING ANY IMPLIED WARRANTY OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, AND NON-INFRINGEMENT OF INTELLECTUAL PROPERTY RIGHTS. Receipt or possession of this document does not grant any license to any of the intellectual property described, displayed, or contained herein. Intel products are not intended for use in medical, life-saving, life-sustaining, critical control, or safety systems, or in nuclear facility applications.

Performance tests and ratings are measured using specific computer systems and/or components and reflect the approximate performance of Intel products as measured by those tests. Any difference in system hardware or software design or configuration may affect actual performance. Intel may make changes to specifications, product descriptions and plans at any time, without notice.

Copyright © 2009 Intel Corporation. All rights reserved. Intel, the Intel log, Intel vPro and Intel Core are trademarks or registered trademarks of Intel Corporation in the United States and other countries.

\*Other names and brands may be claimed as the property of others.

