



Case Study

Intel® Core™ 2 Duo Processor with vPro™ Technology

Predictive Enterprise
Security & Manageability



Cutting Costs with Smart Spending

Micropurple decided the wisest thing to do when the economy is down, is to make a wise investment in Intel® vPro™ technology

When the global economy started going downhill, many companies reacted by cutting back on personnel and costs. While this gut reaction is prudent for the short term, Micropurple Sdn Bhd took a longer-term view and decided that the best thing to do is to invest prudently in ways to make the company more efficient. The company envisaged that this would have flow-on effects in reducing its operational costs and at the same time, prepare itself to spring back faster than its competitors when the economy improves. The company did this by investing in Intel® vPro™ technology.

Challenge

- **Reduce costs, deliver better ROI.** Deliver better return on investment (ROI) and lower operational costs.
- Improve productivity, reduce downtime. Increase staff efficiency through reducing PC downtime.

Solution

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

Impact

- **Various savings and efficiencies obtained.** End-user productivity up by 50 percent; reduced desk-side support visits down by 10 percent; energy savings down by 10 percent.

“Despite the economic downturn, we decided to invest in Intel® vPro™ technology to lower operational costs and increase efficiency in the company.”

Yong Kong Weei
Managing Director
Micropurple Sdn. Bhd.

PC uptime important for company operations

Using desktop PCs daily is common for many companies today, and Micropurple is no exception. The company uses PCs to support its sales and office administration operations where the majoring of work is standard office work. These include customer invoicing, maintaining its products and services price listings, accessing the company’s SQL database for online submissions and applications, and mass email of their latest newsletter to customers.

While these operations may seem mundane, they are also the lifeblood of the company as they maintain the pulse and flow of work that keeps the company operating smoothly and successfully. There are 15 desktop PCs spread across the sales and admin teams. Keeping the working reliably is an important factor for the company, as Managing Director Yong Kong Weei readily attests. “The PCs are very important productivity tools for us. If any of them go down, it’s like throwing a spanner in the works. We won’t be able to issue invoices or perform any marketing activity until it gets fixed. That would seriously impact the company’s productivity.”

Unfortunately, PCs do break down for myriad reasons, and when they do, it slows down work and brings tremendous inconvenience to its users. As Micropurple does not have any internal IT team to handle these events, they depend on outside help. This, as Yong admits “is very time consuming as we have to send the PC to the nearest computer shop to be inspected and fixed.” In addition, this incurred additional expenses in travel mileage and parking fees, or collection fees if the vendor came to pick up the PC.

Taking steps towards Intel® vPro™ technology

As the global economic slowdown hit Malaysia, Micropurple like many other companies re-examined their operations for cost-cutting measures. But the company took it one step further and decided to cut costs by

spending its money wisely. It decided that reducing PC downtime to the minimum would greatly affect the rest of its operations for the better, increase productivity levels, ensure invoices and other important work get done fast, and ultimately save operational costs in the long term. "We identified some challenges including improving our asset management, lowering the cost of operations, having remote support and improve the security of our systems like keeping our PCs up to date with anti-virus and patch deployments," says Yong.

Micropurple was introduced to Intel® vPro™ technology by their business partner and supplier SNS Network Sdn Bhd. Yong was originally not comfortable with the technology's remote support and security features as the company maintains a huge customer database on their server. They were used to having physical human presence when it came to maintaining and fixing their systems, so remote support was something new that would take a bit of getting used to. What helped was that Intel worked with the company to seed two desktop PCs running on the Intel® Core™ 2 Duo processor with vPro™ technology, to their front desk. The seeding exercise allowed Micropurple to experience the technology benefits first hand and gave them the confidence to move forward with the solution. This resulted in Micropurple purchasing its first batch of five desktops with Intel® vPro™ technology. Eventually, the company purchased another 15 desktops to replace their remaining 10 units.

The deployment has enabled Micropurple to minimize PC downtime by enabling proactive healing and maintenance of the company's PCs. The Intel® vPro™ technology-enabled PCs are connected to a central console via a LAN and VPN, to a data centre at another location. From there, technical support staff can proactively manage and initiate troubleshooting when alerted automatically by the PCs. The system allows them to remotely inventory the company's assets, saving manpower productively and efficiently administer the entire deployment. The system also allows for remote secure diagnosis, verification and isolation of threats such as viruses and malware. Automatic updates of software patches and anti-virus updates can be carried out to keep the systems operating efficiently with a clean bill of health.

Spend smart, do more

Micropurple figures that by spending smart, it can put a cap on rising support costs which it estimates increases by 10 percent every year. Deskside support visits have also reduced by 10 percent, and Yong says that the company saves approximately 10 percent on energy costs as the remote console ensures that the PCs are shut down remotely during off-office hours.

Yong says that with reduced PC downtime, staff are able to do more, estimating that productivity has increased by 50 percent. "Now, I don't have to worry about network viruses and attacks, and PC maintenance is a much faster process with Intel® vPro™ technology."



Spotlight on Micropurple Sdn. Bhd.

- Micropurple Sdn. Bhd. was established and incorporated in 2006 with its office located at Petaling Jaya, in the state of Selangor, Malaysia.
- Micropurple is an IT solutions provider, and focuses on Applications Services for Broadband in Malaysia.



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

For more information on Intel® vPro™ technology, visit www.intel.com/vpro

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.

©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.

