



Case Study

Intel® Core™2 Duo processor
with vPro™ technology

Retail

Desktop Management

How To Make A Garden Centre Greener

Hardware and garden retailer uses Intel® vPro™ technology to improve management and slash power consumption across rural NSW stores

When your branch offices are hours apart, even simple support calls become a major effort and expense. PCs running Intel® vPro™ technology have helped Petries Mitre 10 simplify remote management and slash energy costs.

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- Challenge**
- **Support across the Bush.** Point-of-sale (POS) system integrity is essential in any retail operation, and when the stores are hours apart even a small problem can cause lost revenue and upset customers while waiting for technical support.
 - **Reduce energy usage.** With more than 50 PCs across its retail stores, Petries was wasting electricity keeping systems running 24/7 even though they were not used at night.
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- Solution**
- **Introduce remote management.** Desktop PCs and point-of-sale systems, based on Intel® Core™2 Duo processors with vPro™ technology, let Petries' desktop management outsourcer, AXXIS Technology, diagnose and resolve many technical problems without even getting in the car.
 - **Better power management.** With Intel® vPro™ technology onboard, Petries has implemented proactive power saving policies that have slashed power costs and related greenhouse gas emissions, while keeping its desktop PCs available for management all day, every day.
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“We’re very conscious that with three relatively large stores, we’re fairly big consumers of electricity, so we try to be as environmentally friendly as we can. The flip side of this is cost savings, and the Intel® vPro™ technology runs quite seamlessly in the background to deliver them while providing visibility into the stores.”

Mike Fergus
Director, Petries Mitre 10 Home & Garden Centre



Intel® vPro™ technology cuts electricity usage, improves desktop management and saves staff hours on the road

“If we tell a client to turn their computers off at night to save power, we end up with computers unpatched, reduced functionality and increased risk on the network. We want the machines accessible, but not sitting idle waiting for a patch to be applied. With Intel® vPro™ technology, machines can be better managed, while reducing their environmental impact and boosting their overall effectiveness.”

Mathew Dickerson
Director, AXXIS Technology

Assessing the Situation

Founded in 1986, Petries Mitre 10 Home & Garden Centre is a major regional supplier of hardware and gardening supplies within central New South Wales. Its head office in rural Mudgee is complemented by branches in Bathurst and a recently-opened operation in Orange.

Spread across these three locations are around 50 desktops, both standalone computers and those integrated as part of the stores' point-of-sale systems. These computers are managed by Petries' desktop outsourcer, AXXIS Technology, a rural managed service provider that monitors their health and configuration and keeps them running as smoothly as possible on Petries' behalf.

As at most companies, in the past Petries' computers had run 24/7 just to make sure they were accessible for regular management such as upgrades and patches. This was a highly inefficient approach, particularly since Petries' retail branches are only open for half of the day and those computers sit idle overnight.

“We want the machines accessible, but not sitting there waiting for a patch to happen,” said Mathew Dickerson, director, AXXIS Technology.

When Petries bought out an Orange retail outlet and expanded its brand into that city early in 2008, it needed to upgrade the store's computer systems and bring them in line with its other branches. Process reviews with AXXIS highlighted the high level of energy wastage and the lack of visibility of the stores' systems, which were generally being managed over a secure but spotty Internet connection where possible.

“Staff have been in the Mudgee head office dealing with these day-to-day issues, but they don't always have the option of getting in the car and driving between offices,” said Mike Fergus, director, Petries Mitre 10 Home & Garden Centre. “We really were obliged to provide them with some seamless technology that could improve management, and we also try to be as environmentally friendly as we can.”

Spotlight: Petries Mitre 10

- Founded in 1986 with a branch in Mudgee, NSW
- Now has three branches, in rural Mudgee, Bathurst, and Orange
- Sells a broad range of home renovation, garden and building products
- Has over 50 point-of-sale and desktop PCs
- Desktops are implemented and managed by partner AXXIS Technology

Key Technologies

- Lenovo* PCs running Intel® Core™2 Duo processors with vPro™ technology can be powered up and down remotely, and accessed by technicians even if they have BIOS issues or Microsoft Windows won't boot

Integral Answers

- AXXIS Technology implemented desktops and provides ongoing management
- Intel consultants helped Petries Mitre 10 configure Intel® vPro™ technology for its requirements

Delivering the Solution

Facing the replacement of the systems in its new Orange retail branch, Petries Mitre 10 worked with AXXIS Technology to consider the best architecture to support its goal of improving remote management and delivering environmental benefits. Discussions about Intel® vPro™ technology showed that it had the potential to satisfy both requirements, since it provides tight control over remote PCs and enables remote diagnosis and rectification of even low-level system problems.

Petries ultimately installed Lenovo Thinkcentre M57p* PCs running Intel® Core™2 Duo processors with vPro™ technology. Because they incorporate Intel® vPro™ technology, the desktops are fully accessible by AXXIS and Petries staff over a secured Internet connection. This means desktop management staff can identify and deal with a much broader range of configuration issues than before, without needing to physically visit the retail branch.

By enabling remote power-on and shutdown, the technology has also allowed AXXIS and Petries staff to impose regular device management policies. For example, systems are shut down after the store closes and are automatically turned on just before opening in the morning, so they're ready for staff to start working as quickly as possible. During this startup phase, desktop administrators can also run remote diagnostics and scan for available patches to ensure the systems are running at peak efficiency.

An equally significant improvement comes from the Intel® vPro™ technology based systems' ability to be remotely powered on and off as required. By implementing automatic power management policies, Petries Mitre 10 has been able to make a clear improvement in its energy consumption figures.

The extent of the improvement became clear after AXXIS ran a carefully controlled comparative test of the new Orange site against the Bathurst site, which was still using traditional Intel® Celeron® processor-based PCs. In this testing, power meters installed on computers found that the Intel® vPro™ technology-based systems

were consuming approximately 419 kWh per year running 24/7, while older non-Intel® vPro™ technology-based systems were consuming an average of 816 kWh per year. This was the power consumption of just the PC with no peripherals included in the calculations.

When Kaseya* remote management technology was used to power down the computers for 10 hours at night and start them using Intel® vPro™ technology in the morning, consumption dropped to 262 kWh for the year. The Intel® vPro™ technology had therefore cut power usage nearly 68 percent, reducing each system's consumption by 554 kWh per year when comparing non-Intel® vPro™ technology systems to the combination of Intel® vPro™ and Kaseya* systems.

At an average price of AUD 0.218 per kWh, that translates into AUD 120.87 saved per computer, per year. Now that the testing has been completed in one store, Intel® vPro™ technology and Kaseya* will be rolled out across all three Mitre 10 sites. The net effect of this upgrade, on the total of 50 computers that Petries use, is that it will cut annual power bills by over AUD 6,000.

This reduction in power also has environmental benefits. The reduced power usage will cut carbon emissions by 27.7 tonnes, which is the equivalent of taking 5.07 vehicles off the road.

Whether for environmental reasons, improved reliability or management simplicity, Intel® vPro™ technology has suited Petries Mitre 10's operations perfectly. "If an organisation has its point-of-sale system down, it's not just a case of 'we'll get by,'" said Dickerson. "POS downtime means loss of productivity and loss of sales."

"The combination of Intel® vPro™ technology and Kaseya* means that many problems can be avoided by proactively managing the client's network. If ad-hoc issues occur, most problems can be remotely diagnosed and repaired, allowing Petries Mitre 10 to be back up and trading as quickly as possible. Intel® vPro™ technology also helps us meet our service level agreements, and in the process has made Petries Mitre 10 more environmentally friendly than ever."

"If an organisation has its point-of-sale system down, it's not just a case of 'we'll get by'; POS downtime means loss of productivity and loss of sales. The combination of Intel® vPro™ technology and Kaseya* means that many problems can be avoided by proactively managing the client's network. If ad-hoc issues occur, most problems can be remotely diagnosed and repaired, allowing Petries Mitre 10 to be back up and trading as quickly as possible."

Mathew Dickerson
Director, AXXIS Technology

Return on Investment

- Installing PCs with Intel® Core™2 Duo processors with Intel® vPro™ technology means Petries Mitre 10 and AXXIS Technology technical staff rarely have to drive hours to a remote site in order to fix problems.
- Petries Mitre 10 benefits from faster detection and analysis of system faults, which can be quickly remedied remotely to get the business back up and trading as soon as possible.
- Using Intel® vPro™ technology to shut down all systems at night, and power them up in the morning, will save Petries Mitre 10 over AUD 6,000 per year in electricity costs. This is a 27.7 tonne reduction in carbon emissions per year—the equivalent of taking five cars off the road.



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