



## Success Brief Initiative

Intel® vPro™ Processor

Technology

Service Provider

Service Delivery Infrastructure



# Keeping Communications Channels Smooth

## Telkomsel leads Indonesia's telecommunications industry with Intel® vPro™ technology<sup>1</sup> deployment

Indonesian telecommunications giant PT Telekomunikasi Selular, better known as Telkomsel, is growing rapidly.

With an existing subscriber base of 51.3 million\*\* by the end of March 2008, Telkomsel is now looking forward to an additional 9 million customers with the introduction of new services such as High-Speed Download Packet Access (HSDPA), a 3G mobile telephony communications protocol.

To complement its latest services and a projected increase in subscribers with its Predictive Enterprise vision, Telkomsel turned to Intel® vPro™ processor technology to boost business productivity and deliver all-round better customer service across the board.

**"Intel® vPro™ processor technology allows Telkomsel to run a tighter IT infrastructure that features easy manageability, high availability and greater cost effectiveness."**

Jimmy Firdaus Hamelberg  
IT Infrastructure Manager  
PT Telekomunikasi Selular

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### Challenge

- As a result of rapid business expansion, Telkomsel sensed that its subscriber base would increase by another 9 million customers in 2008.
- In order to cope with this increase in subscriber base, Telkomsel predicted that it need to time the release of services such as additional HSPDA/3G broadband offerings, which currently serves 3 million active subscribers, while improving service quality at the same time.
- Telkomsel also needs to prime its IT infrastructure to support its business expansion plans with high system availability and reliability, all aimed at increasing customer satisfaction in Indonesia's competitive telecommunications market.

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### Solution

- Acting on its Predictive Enterprise vision, Telkomsel deployed 1,600 Dell\* Optiplex\* 755 desktop PCs running on Intel® vPro™ processor technology to remotely administer its distributed IT assets and enhance its remote IT management capability at the hardware level.
- In addition, Altiris\* Client Management Suite Level 1, 2 and 3 was utilized as a console manager to take advantage of Intel® vPro™ processor technology's Out-of-Band management capabilities.
- Telkomsel also deployed Microsoft\* Windows 2003 and Windows XP as key operating systems (OS).

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### Impact

- Cost and time savings – Remote support and software delivery cuts down on desk side visits by 20 percent while affording cost-saving of 30 percent and time-savings of 25 percent.
  - Overall higher service quality results in greater customer conversion and loyalty.
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According to Telkomsel's IT Infrastructure Manager Jimmy Firdaus Hamelberg, Intel® vPro™ processor technology allows Telkomsel to gain remote PC administration capabilities that improves asset tracking and IT accountability across the telco's 10 regional offices and 96 branches.

"Deploying easy-to-manage IT infrastructure has always been one of Telkomsel's key Predictive Enterprise strategies for sustained business growth. With Intel® vPro™ processor technology, Telkomsel can sense, predict and act quickly to changes in our business environment," says Hamelberg. "This means that we can maintain our remotely distributed IT assets effectively and productively while reducing downtime, increasing response times and ultimately increasing customer satisfaction."

Indeed, with the deployment of 1,600 Dell\* Optiplex\* 755 desktop PCs running on Intel® vPro™ processor technology, Altiris\* Client Management Suite Level 1, 2 and 3 as well as Microsoft\* Windows 2003 and Windows XP, Telkomsel has since gained the ability to:

- a. Discover all client assets within Telkomsel's extended PC network
- b. Track all hardware & software inventory efficiently and productively
- c. Remotely administer client PCs regardless of OS or power state using Out-of-Band Management Solution

These capabilities in turn translate to 30 percent cost savings and 25 percent time-savings as Telkomsel has since seen desk side visits being reduced by 20 percent.

The use of centralized client PC management techniques also results in greater visibility of Telkomsel's hardware and software inventory, contributing to all-round higher business efficiency.

But the greatest benefit of all to Telkomsel comes in the form of overall higher service quality that will ultimately lead to greater customer conversion and loyalty.

"Our new Intel® vPro™ processor technology-enabled infrastructure supports all of Telkomsel's services perfectly, allowing us to achieve lower maintenance cost with faster and easier IT deployment. These enhancements can only serve to benefit our customers in the long run," says Hamelberg.

The successful deployment of Intel® vPro™ processor technology further means that Telkomsel now enjoys these Predictive Enterprise benefits:

- Sense  
Intel® vPro™ processor technology with Out-of-Band management capability allows Telkomsel to sense the status of its remotely distributed IT assets, enhancing inventory and tracking efficiencies while boosting IT accountability across Telkomsel's 17 regional offices.
- Predict  
Intel® vPro™ processor technology with hardware-based management capabilities supports ease of remote maintenance, reducing PC down time, increasing company response time and ultimately improving customer satisfaction.

- Act

Telkomsel's IT division can now take advantage of Intel® vPro™ processor technology to increase overall system availability, contribute to reduced IT operational cost, and position Telkomsel for new business opportunities through IT-enhanced value-added services.

Moving forward, Telkomsel was so impressed with the success of its Intel® vPro™ processor technology deployment that they have revealed plans to extend their PC management capabilities to laptops with the latest Intel® Centrino® Pro processor technology.

Telkomsel is also planning to integrate its proposed Intel® Centrino® Pro deployment solution with Microsoft\* Vista\* OS.

When these two plans come to fruition, Telkomsel would have garnered an IT arsenal worthy of an industry leader indeed – And it will definitely bring even more smiles to millions of happy Telkomsel subscribers.

**Find a business solution that is right for your company. Contact your Intel representative or visit the Reference Room at : [intel.com/references](http://intel.com/references) or visit the industry solutions-specific sites at: [intel.com/business/bss/industry](http://intel.com/business/bss/industry)**

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

### Spotlight: PT Telekomunikasi Selular (Telkomsel)

- Telkomsel is the leading operator of cellular telecommunications services in Indonesia, providing its subscribers with the choice between two prepaid cards – simPATI and Kartu As, or the post-paid kartuHALO service, as well as a variety of value-added services and programs with GSM Dual Band (900 & 1800), GPRS, Wi-Fi, EDGE, and 3G Technology.
- Having the largest network coverage among all cellular operators in Indonesia, Telkomsel provides network coverage to approximately 95 percent of Indonesia's population and is the only operator in Indonesia that covers all of the country's provinces and regencies, and all counties ("kecamatan") in Sumatra, Java, and Bali/Nusra.
- As a result of its business successes, Telkomsel's gross revenues have grown from Rp 3.59 trillion in 2000 to Rp 44.38 trillion in 2007.
- Over the same period, the total number of Telkomsel's cellular subscribers increased from approximately 1.7 million as at 31 December 2000 to 47.9 million as at 31 December 2007.
- As at the end of March 2008, Telkomsel had 51.3 million customers, which represents an estimated market share of approximately 51 percent of all telecommunications service users in Indonesia.



#### Solution provided by:



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<sup>1</sup> PCs with Intel® vPro™ technology include Intel® Active Management Technology (Intel® AMT). Intel AMT requires the computer to have an Intel AMT-enabled chipset, network hardware and software, connection with a power source, and a network connection.

\*\*Source: PT Telekomunikasi Selular.

\*Other names and brands may be the property of their respective owners. 0608/ANS/XIC/XX/PDF 320204-001US

