



## Success Brief

Intel® Core™ 2 processor with vPro™ technology  
Remote PC management for digital signage

Telecommunications



vodafone



“Given 75 percent of purchasing decisions are made at the point of sale, it’s essential that our in-store multimedia systems are up and running at all times.”

Carlos Millán,  
channel director,  
Vodafone España, S.A

# Multimedia sales experience sharpens competitive edge

**Intel® Core™ 2 processor with vPro™ technology helps Vodafone further improve customer experience and increase sales at its major stores across Spain**

Vodafone España, S.A is part of Vodafone Group Plc – the world’s leading mobile telecommunications company. A few years ago, in a bid to differentiate itself from the competition and maximise its in-store presence, Vodafone unveiled a new design concept which made a bold change to the appearance of its retail outlets. To support the concept, Vodafone tasked Fractalía – a remote PC management specialist – with the design and development of a digital signage solution for its 75 flagship stores throughout Spain.

The digital media screen network was designed to influence purchasing decisions at the point of sale, by showing corporate advertising, demos of new products and services and interactive programmes. Following its success, Vodafone decided to develop its in-store multimedia advertising and publicity even further by increasing the number of PCs, screens and sales kiosks in each of its flagship stores and deploying screens in each of its 1,600 franchise stores. Once again it decided to work with Fractalía on this project titled ‘Nueva Imagen’ or ‘New Image’.

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**Challenge:** Vodafone wanted to further expand its digital signage solution to include more desktop PCs, multi media content screens and kiosks, across more of its flagship and franchise stores while keeping operational expenditure to a minimum

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**Solution:** Fractalía is managing the digital signage solution using its IriScene Remote Management\* software together with desktop PCs powered by Intel® Core™2 processors with vPro™ technology. Combined these solutions offer the highest level of remote management, including software problem diagnosis and repair, hardware diagnosis, software and hardware inventory and security patch management

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**Results:** Fractalía has reduced the number of desktide visits by 20 percent, and streamlined security and inventory processes, improving the productivity of its IT technicians and reducing the total cost of ownership of the digital signage solution. Crucially, system availability has increased from 97 percent to 99.3 percent, improving the customer experience and influencing decisions at the point of sale

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# Intel® Core™2 processors with vPro™ technology help simplify management and reduce the operational expenditure of a geographically dispersed desktop PC fleet

Vodafone has tasked digital signage specialist Fractalia with the management of approximately 2,500 desktops, 4,200 multi media content screens and 1,500 kiosks in its flagship and franchise stores throughout Spain, as well as a ticketing system to manage crowds. Vodafone wanted to be able to control the network from a single, central platform, while allowing it to tailor shop promotions to specific campaigns or regions. Furthermore, Vodafone is opening new outlets all the time, so it was important that the solution was scalable.

Although the main goal of the project was to increase sales and enhance the customer experience, keeping the management costs of the expanding and distributed multimedia network under control was also key. Using its IriScene Remote Manager\* (IRM) PC lifecycle management solution, Fractalia manages Vodafone's desktop PC fleet from a central location in Madrid. From here it provides management and technical support 24 hours a day, seven days a week.

When used in conjunction with desktop PCs powered by Intel® Core™2 processors with vPro™ technology, the functionality of IRM is vastly improved. Offering hardware-assisted security and manageability features built on the chip, Intel Core2 processors with vPro technology enable Fractalia to remotely manage desktop PCs even if the operating system is unresponsive and outside of the corporate firewall.

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## Spotlight: Vodafone

- Vodafone España, S.A is part of Vodafone Group Plc – the world's leading mobile telecommunications company
- It has a significant presence in Europe, the Middle East, Africa, Asia Pacific and the United States
- Offers a range of mobile services, including Vodafone live!, Vodafone Mobile Connect and Vodafone Office, to over 15 million customers in Spain.



On Fractalia's recommendation, Vodafone purchased more than 2,500 HP 7800\* desktop PCs powered by the Intel Core2 processor with vPro technology to form the backbone of its digital signage solution.

Now, Fractalia is able to diagnose and resolve 99 percent of software problems remotely. With regard to hardware problems, it can ascertain from the IT helpdesk which spare part is required. So, instead of making two deskside visits – one to diagnose the faulty component and another to replace it, technicians now only need to make one deskside visit in up to 30 percent of hardware-related incidents.

A remote power-up capability means that Fractalia can install software updates and security patches more rapidly and effectively, both in and out of office hours. Previously they could push out updates and patches at any time of day, but they would only be effectively installed on the PC the next time it was switched on. Now they take effect instantaneously. Furthermore, other management tasks, such as software and hardware inventories, can be carried out much quicker more easily.

With Intel Core2 processors with vPro technology Fractalia is able to streamline workflows, improving the overall productivity of its technicians and reducing the total cost of ownership of Vodafone's digital signage solution.

Vodafone benefits from a vastly improved level of service, including higher system availability, which Fractalia estimates has improved from 97 percent to 99.3 percent. Blank screens send out the wrong message so ensuring in-store systems remain up and running helps Vodafone maintain its slick, technologically-focused image.

Ultimately, further improving the digital signage solution has led to increased sales in Vodafone's fully-owned shops, which have made above average revenues on a consistent basis. Although there are a number of extra factors to take into account, including shop location, the solution has helped transform the customer experience and influenced purchasing decisions at the point of sale.

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1108/JNW/RLC/XX/PDF 318747-001E

