

ETC cements value-add distributor status

Intel® vPro™ Technology Lab helps ETC's resellers maintain market segment advantage



"Intel® vPro™ technology reduces helpdesk costs by offering virtually anytime, anywhere management and remediation, yet not many midmarket organizations in the Netherlands are aware of its benefits. We set up the Intel vPro Technology Lab to help improve understanding among end-user organizations and to help our resellers make sales."

André van Oosten
Manager, Business Services, ETC

CHALLENGES

- **Value-add.** Maintain its position as a respected value-add distributor by keeping its IT industry knowledge up-to-date, and also by helping its resellers increase sales
- **Latest technology.** Ensure the ETC Solution Center showcases the best and latest IT solutions to meet the IT and business needs of the Dutch midmarket segment

SOLUTIONS

- **Intel lab.** Added an Intel® vPro™ Technology Lab to its ETC Solution Center in the Netherlands
- **See it, believe it.** Resellers can visit the center alone, but are also welcome to bring their end customers to experience the benefits of Intel vPro technology¹ first hand

IMPACT

- **Knowledge wins.** Demo helps ETC impart knowledge to resellers, enabling them to more confidently sell solutions to their end customers and grow their businesses
- **Advantage ETC.** Makes it easier for ETC to maintain an advantage in its market segment by retaining existing customers and attracting new resellers to its solutions portfolio

A value-add distributor

ETC is a trade-only distributor for channel partners. It positions itself as a value-add distributor that shares the latest industry knowledge to help resellers find the best solutions to meet the needs of the midmarket segment. It does this by offering hardware, software and service solutions to meet end customers' specific IT requirements such as virtualization and cloud computing.

To help sell these solutions to resellers, and to train resellers to more confidently sell the solutions to their end customers, ETC set up the ETC Solution Center at its headquarters in Bodegraven, Netherlands. It uses the center to demonstrate hardware and software solutions specifically designed for the midmarket segment. Resellers can visit the center alone, but are also welcome to bring along their end customers.

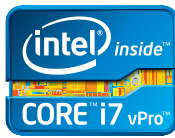
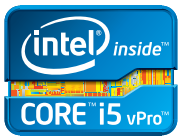
ETC's center is unique since it showcases hardware and software from a wide variety of vendors including Intel, VMware, Citrix, HP, IBM and many more. Many similar demo centers tend to house only proprietary solutions. Most recently ETC decided to incorporate an Intel vPro Technology Lab into the ETC Solution Center.

André van Oosten, manager of business services for ETC, explains: "Client hardware these days is relatively cheap. The bulk of the total cost of ownership of a client environment goes to running the helpdesk – PC patching, troubleshooting and repair, software inventories and maintenance. Intel vPro technology reduces helpdesk costs by offering virtually anytime, anywhere management and remediation, yet not many midmarket organizations in the Netherlands are aware of its benefits. We set up the Intel vPro Technology Lab to help improve understanding among resellers and end users, making it much simpler for our resellers to make sales."

Anytime, anywhere PC management

Intel vPro technology is a set of security and manageability capabilities built into the 2nd-generation Intel® Core™ vPro™ processor family, Intel® chipsets, and network adapters.

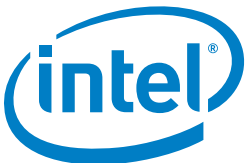
Embedded in the hardware, Intel vPro technology capabilities are accessed and administered separately from the hard drive, operating system (OS) and software applications – in a pre-boot environment. This makes management less susceptible to issues affecting these areas and allows remote access to the PC regardless of the system's power state or OS condition. Key encryption components are kept in protected flash memory, separate from the data they protect, making it easier to secure and harder to penetrate and access sensitive information.



Intel vPro technology offers many security and management features:

- IT technicians can remotely troubleshoot and repair PCs
- IT can quickly deploy security patches across PCs, remotely unlocking encrypted drives and managing data security settings
- IT helpdesk personnel have complete control over a PC with features like KVM Remote Control²
- Data encryption and decryption is accelerated using Intel® AES New Instructions (Intel® AES-NI)³, improving user productivity
- Unwanted access to sensitive data on missing laptops is significantly reduced by Intel® Anti-Theft Technology (Intel® AT)⁴

Intel vPro technology reduces deskside visits by up to 56 percent, improves laptop inventories by up to 47 percent and achieves patch saturation up to 56 percent faster⁵. By reducing the time and costs associated with client management, IT technicians are able to spend more time on initiatives that can help the business be more efficient and grow.



ETC's Intel vPro Technology Lab

The Intel vPro Technology Lab at ETC's Solution Center is made up of two HP ProLiant* DL360 G7 servers running on the Intel® Xeon® processor 5500 series, two Lenovo ThinkCentre* M90p SFF Q57 desktops running on the Intel® Core™ i5 processor with vPro™ technology and two Lenovo ThinkPad* T410 laptops also running on the Intel Core i5 processor with vPro technology. All machines run a Microsoft Windows* 7 operating system. Remote management is achieved using the Intel® Setup and Configuration Service (Intel® SCS), but can also be demonstrated using the Altiris Client Management Suite* with Intel vPro technology.

Intel worked very closely with ETC to roll out the solution, and an Intel vPro technology expert from Intel was on hand to explain the new solution to ETC employees. The Intel vPro Technology Lab has just opened for business and ETC expects resellers to start using it very shortly.

A win-win situation

Adding the Intel vPro Technology Lab to the ETC Solution Center underscores ETC's position as a value-add distributor. "By being able to demonstrate and share knowledge about a comprehensive remote client management solution based on Intel vPro technology, we are helping our resellers identify the best technology to meet their end customers' needs," says Van Oosten. "Consequently, this makes it easier for them to engage their customers in conversation and hopefully make the sale.

Spotlight on ETC

ETC, an SDG company, is a trade-only distributor for IT channel partners. Its account managers and solution consultants are specialists in leading vendor products and technologies. Through regular training, ETC ensures all employees have the latest product and technology knowledge around key vendors, so that they can advise partners on buying the right products at the right price to meet their customers' requirements.

"It also enables them to add additional services to their portfolio, specifically around remote IT management. Some of our resellers' customers may wish to manage their Intel vPro technology-based infrastructure themselves, but others will not. This presents the opportunity for our resellers to sell remote IT management services to their end customers, as well as the Intel vPro technology-based hardware. As such, resellers are able to use the remote management capabilities of Intel vPro technology to generate additional revenue, helping to improve their profits and overall market segment positioning.

"The Intel vPro Technology Lab is yet another feather in our cap, helping us to maintain an advantage in our own market segment," continues Van Oosten. "This makes it easier for us to give our existing customers what they need, while attracting new resellers to our solutions portfolio. It also benefits Intel, as we are able to introduce Intel vPro technology to the Dutch midmarket segment. It really is a win-win situation."

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¹ Intel® vPro™ technology includes powerful Intel® Active Management Technology (Intel® AMT). Intel AMT requires the computer system to have an Intel® AMT-enabled chipset, network hardware, and software, as well as connection with a power source and a corporate network. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications or implementation of new business processes. With regard to laptops, Intel AMT may not be available or certain capabilities may be limited over a host OS-based virtual private network or when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. For more information, see <http://www.intel.com/technology/platform-technology/intel-amt/>.

² KVM Remote Control (Keyboard Video Mouse) is only available with dual-core Intel® Core™ i5 vPro™ processors and i7 vPro™ processors with Intel® Active Management technology activated and configured and with integrated graphics active. Discrete graphics are not supported.

³ AES-NI is a set of instructions that consolidates mathematical operations used in the Advanced Encryption Standard (AES) algorithm. Enabling AES-NI requires a computer system with an AES-NI-enabled processor as well as non-Intel software to execute the instructions in the correct sequence. AES-NI is available on Intel® Core™ i5-600 Desktop Processor Series, Intel® Core™ i7-600 Mobile Processor Series, and Intel® Core™ i5-500 Mobile Processor Series. For further availability of AES-NI enabled processors or systems, check with your reseller or system manufacturer. For more information, see http://softwarecommunity.intel.com/isn/downloads/intelavx/AES-Instructions-Set_WP.pdf

⁴ No computer system can provide absolute security under all conditions. Intel® Anti-Theft Technology (Intel® AT) requires the computer system to have an Intel AT-enabled chipset, BIOS, firmware release, software, and an Intel AT-capable service provider/ISV application and service subscription. The detection (triggers), response (actions), and recovery mechanisms only work after the Intel AT functionality has been activated and configured. Certain functionality may not be offered by some ISVs or service providers and may not be available in all countries. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof.

⁵ Results shown are from the 2007 EDS Case Studies with Intel® Centrino® Pro and the 2007 EDS case studies with Intel® vPro™ processor technology, by LeGrand and Salamasick, 3rd party audit commissioned by Intel, of various enterprise IT environments and the 2007 Benefits of Intel® Centrino® Pro Processor Technology in the Enterprise, Wipro Technologies study commissioned by Intel. The EDS studies compare test environments of Intel® Centrino® Pro and Intel vPro processor technology equipped PCs vs. non-Intel vPro processor technology environments. Tested PCs were in multiple OS and power states to mirror a typical working environment. The Wipro study models projected ROI of deploying Intel Centrino Pro processor technology. Actual results may vary and may not be representative of the results that can be expected for smaller businesses. The study is available at http://www.intel.com/en_US/Assets/PDF/casestudies/cs_eds_vpro.pdf?wapkw=eds.

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