

## CASE STUDY

Manufacturing  
Intel Unite® Solution



# The Intel Unite® Solution allows SAMES KREMLIN to collaborate across North America

**Advanced collaboration powered by the Intel® Core™ vPro™ Platform delivers an intuitive solution easy for IT and users alike**

**The Intel Unite® solution helps the staff at SAMES KREMLIN unlock a modern collaboration experience for employees from anywhere with a secure VPN connection, helping them become more efficient and productive, which directly affects the company's bottom line.**

- Connect and share information regardless of device or operating system.
- Join a global dispersed team, together in a virtual room, for impromptu meetings where information can be shared easily.
- Save time and eliminate needless HDMI, VGA, and other cables in several conference rooms.

Kurt Stetler, IT Manager for SAMES KREMLIN North America, says that the Intel Unite® solution is “the most powerful and simple solution available that we’ve ever used.” As an IT Manager for a products finishing company that spans Canada, Mexico, and the US, as well as several different verticals, including automotive painting, agricultural spraying, and wood products production, Stetler must keep a wide range of internal clients productive and efficient, as well as manage a fleet of PCs across North America.

Stetler continues, “The Intel Unite solution might have been the easiest software/hardware deployment I’ve ever done. This is important when I’m taking a new solution to my internal customers. The faster I can set it up and deploy it, the faster they can use it and see the value.”

According to Mike Johnson, Network Operations Center (NOC) Manager for Vision Computer Services, the managed services provider for SAMES KREMLIN, “The Intel Unite solution is easy to explain to users because it’s very intuitive. This is key in getting customers to use a new platform—if they can’t figure it out quickly, they won’t use it. So, this is an important part of the value of the Intel Unite solution.”

Vision provides Intel® Core™ vPro™ processor-based laptops, desktops, and Mini PCs from Dell\*. “The Mini PCs in the seven conference rooms at SAMES KREMLIN all have Intel Core vPro processors inside them—and we rolled them out in the offices in Canada and the US. The Intel® Active Management Technology in the Intel vPro platform allows us to remotely update software or repair hardware. It also means that all the data transmitted over the Intel Unite software is encrypted, which is important when employees aren’t in the same room and are remotely sharing information,” says Johnson.

### **Taking back the conference room**

The conference rooms at SAMES KREMLIN did not have a lack of technology, they had too much. What type of dongle was needed? Could teammates who weren’t in the room see the charts being displayed? Would the video play? The center of the company’s conference room tables looked more like a *Star Trek* command center and, somewhere along the line, meeting technology had taken over the meeting.

“We have now eliminated all the cords or the need to switch to the right display input. We used it in our annual sales meeting. We had 28 people in a meeting and we could flip from one person to another, sharing their screens, their forecasts for the year, and it’s so simple—no one has to move because they’re too far away from the cable, or hand over a thumb drive with their information on it and have the presenter plug it into her PC,” says Todd O’Neill, the Chief Financial Officer for SAMES KREMLIN.

Kevin Higgins, the Vice President of Sales, also comments, “You can lose the attention of your audience as you stop and take the time to hook up to a cable. But because we were using the Intel Unite solution, changing presenters was just a matter of a few keystrokes, the efficiency of the process was really impressive, and we maintained more of the attention of the salespeople.”

O’Neill says, “At this meeting, all our folks are at our headquarters, but I can imagine a point where our quarterly meetings go remote, because it’s so easy to share information and then we don’t have lost productivity in travel time.”

### Collaborating regardless of device or operating system

Just one Intel Unite hub PC per conference room is able to unlock a built-in collaboration experience for employees from anywhere with a secure VPN connection, and for in-room external partners through a Protected Guest Access feature. For SAMES KREMLIN employees, who meet often with vendors, this feature is crucial.

“We recently had two vendors come in to show us some products and these folks were using tablets—which of course don’t have a display output. Because of the Intel Unite software, I was able to say, ‘Use this app, here’s the PIN,’ and they were off to the races,” says O’Neill.

Stetler also says, “More people are moving to a tablet-type situation, too, and, with the Intel Unite solution, we’re still able to share information in meetings. I think the ability to work on any platform or device is a really important part of the solution. Intel has built the future right in their solution.”

### Focusing on content, not on how to share it

As Vice President of Sales, Higgins is based in Chicago while the rest of his team is spread out across the US and Canada. With the Intel Unite solution, meeting with his teams and sharing content and feedback can be captured in real-time annotations, not recapped in another email.

“I video call and screen share often, and I can see this really helping. Eighty percent of our salespeople are home-office based, so they will definitely begin to use this solution to collaborate more effectively with each other and reduce the amount of emails flying back and forth,” says Higgins.

By making teamwork more efficient, CFO O’Neill says the company has the potential to save a significant amount of money. “The loss of time is the loss of productivity. Over the course of the year, that productivity goes straight to our bottom line. We’re trying to get onto one standard and I think the Intel Unite solution can do this for us. The solution will let us save IT’s time troubleshooting connections and save our employees time because they are able to get straight to work and not spend wasted time trying to share information or launch a presentation.”

In the future, SAMES KREMLIN will roll out more Intel Unite hubs in their offices in Mexico, and the company’s corporate owner, Exel NA, liked the solution so much they are considering it for their offices in France. O’Neill mentions again that the ability to collaborate regardless of location or time zone or device will make employees more productive.

He says, “The real return on investment with the Intel Unite solution comes in the form of time savings. By not wasting time in meetings, you gain everything and get more accomplished.”

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## For More Information

To learn more about the benefits of the Intel Unite® Solution for businesses, visit: [www.intel.com/unite](http://www.intel.com/unite).

For more information on SAMES KREMLIN, visit [sames-kremlin.com/usa/en/](http://sames-kremlin.com/usa/en/).

For more information on Vision Computer Solutions, visit [vcsolutions.com/](http://vcsolutions.com/).



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