

Advanced IT Services Leveraging PCs with Intel® vPro™ Technology Help Paper Chemical Supply Stand Out in a Crowded Market

Managed IT services from Speros cut PC downtime by 42%, improving Paper Chemical Supply's ability to serve customers

Paper Chemical Supply is a good example of how a seemingly mature, straightforward business might look simple—until you focus on how to succeed in a crowded marketplace. As a distributor of basic paper supplies including sanitary paper, industrial packaging, and food service and hotel disposables, the company has plenty of competition. "We need to remain relevant within a proliferation of sources, especially in an Internet-enabled marketplace," says Paul Waldhour, IT Director at Paper Chemical Supply. "What you have to do is simple: offer more than the other guy in terms of customer service and value. How you do that is not simple." Paper Chemical Supply's strategy is to leverage information technology to deliver more value and lower total cost to their customers. "We try to be at the forefront of technology to serve customers better," says Waldhour. "We use technology to streamline activities for our customers and remove as much paper from our processes as possible. Especially our PCs, both in the field and in the office, put more information into our hands. All of this is to increase our level of customer service and lower the customers' cost of interacting with us."

To make sure they have the right technologies and to keep them running smoothly, the company relies on Speros, a leading IT services provider. Speros provides complete managed IT services that give small and mid-size companies more effective IT functions and lower their overall IT cost. One of the key elements of Speros' managed services is their ability to comprehensively monitor and manage their customers' IT infrastructure remotely, thus reducing downtime and costly service visits. They do this by using advanced management software combined with HP desktop and laptop PCs based on Intel® vPro™ technology.^{1,2} "For the last five years, we've relied on Speros to intelligently grow—and fully support—our technology capabilities," explains Waldhour.

Fewer IT Problems Means Better Service for Customers

"For our customers, we're a single source of comprehensive IT and telecom solutions," says Jason Ryals, IT manager at Speros. "And a key part of that is seamless helpdesk support any time and in real time." Speros understands that advanced technology can only help a business when it's working. "The only way for us to be successful is if our customers are not having problems." For Paper Chemical Supply, Speros is installing HP PCs based on Intel vPro technology. "vPro-based PCs let us reduce interruptions to Paper Chemical Supply's business by preventing most problems and, if they do occur, fixing them faster," notes Ryals.

Greater reliability that supports customer service and protects revenue. For Paper Chemical Supply, PC downtime equals lost productivity, every time. "PC downtime is a killer of productivity," says Waldhour. "Anytime a PC is down, the employees can't work and that fraction of my business comes to a halt." And that cuts at the heart of Waldhour's strategy. "The cost of not responding to our customers quickly can be very

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What is Intel® vPro™ technology?

- Hardware-based capabilities that allow secure, remote access to desktop and mobile PCs virtually any time for maintenance, updates, and upgrades, and for diagnostics, repair, and remediation – even if the PC power is off, the operating system is unresponsive, management agents are missing, or hardware (such as a hard drive) has failed.¹
- Industry-leading performance through the Intel® Core™ i5 vPro™ processor and the Intel® Core™ i7 vPro™ processor, which are optimized for multitasking and next-generation software so that virus scans and other tasks can run in the background without bogging down user applications in the foreground.
- Impressive energy efficiency and energy management, delivering lower power consumption and cost.

high," he explains. "If we can't check on product availability or an invoice, the customer may go somewhere else. We're not the only provider here—we need to be able to provide customers with the answers they want immediately." Speros minimizes downtime by using the advances of Intel vPro technology to monitor and manage Paper Chemical Supply's PCs around-the-clock, 7 days a week, even if the PCs are off or their operating system is disabled. This allows Speros to proactively watch for many developing issues and intervene before they negatively impact the PC user's workflow (or the entire business). When problems do arise, they can often be corrected remotely, without the cost and delay of a field service visit and without interrupting the PC user. "Speros' ability to remotely manage our vPro-based PCs means that they can address problems more quickly," says Waldhour. "This is just one more value-added service that they bring to us."

Less PC downtime results in higher employee productivity.

For the repair of many hardware and software problems, Intel vPro technology's remote capabilities eliminate field service calls by allowing Speros to fix problems remotely—and the productivity gains really add up. "A typical PC problem takes, on average, two hours to resolve," says Ryals. "With vPro-based PCs, we've reduced that to an hour and fifteen minutes. That's a material difference when you're trying to get business done. Fixing problems more quickly means we can help our customers make more money." At the same time, Speros is reducing the cost of the repair and the PC user doesn't have to babysit the PC while Speros conducts the repair.

Proactive security protects Paper Chemical Supply's critical business data. Data security is a paramount concern for Paper Chemical Supply, and Intel vPro technology enables Speros to proactively protect the company. Speros can constantly monitor PCs based on Intel vPro technology to ensure that critical security software is in place and up-to-date, without bothering the PC user. Regular security patches and updates can be done automatically after hours, even to PCs that are turned off—which means that Paper Chemical Supply's critical business data is better protected. In addition, PCs with optional Intel® Anti-Theft Technology³ can be automatically disabled if they're lost or stolen. Once recovered, they can be reactivated to full functionality.

Active and passive power management capabilities that significantly reduce energy costs. With the ability to turn off groups of PCs after hours and then power them back up before the start of the next business day, Speros can save their customers money

through lower energy usage, making a substantial positive impact on their ROI. On average, Speros' customers with PCs based on Intel vPro technology can save \$57 per PC per month.⁴

Systems that protect Paper Chemical Supply's IT investments and help them spend smarter. The performance and energy efficiency of HP desktop and laptop PCs based on the Intel® Core™ vPro™ processor family give Paper Chemical Supply's clients the horsepower they need for demanding business applications—both today and as their applications change and grow over time. These PCs run business productivity and multitasking applications faster while also delivering excellent energy efficiency. This performance means that the company will be ready for tomorrow's improved applications, including multitasking and collaborative tools.

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A True Partnership that Delivers a Sharper Business Focus

Speros' use of Intel vPro technology-based PCs is just one typical element of the comprehensive IT solution they provide to their customers. "We haven't found anyone that provides the same level of service that Speros does," says Waldhour. "I know that I can depend on them to bring us new tools that can be applied to our business to enable our growth." Speros' Ryals couldn't agree more. "We exist to make business better for our clients," he says. "In the case of Chemical Paper Supply, our strategy happens to be identical to theirs—to offer a higher level of service that helps our customers succeed."

For More Information

For more information on the benefits of Intel vPro technology for small and midsize businesses, visit <http://msp.intel.com/small-business>.

For more information on Speros, visit www.speros.com.

For more information on Paper Chemical Supply, visit www.paperchemicalsupply.com.



¹ Intel® vPro™ Technology is sophisticated and requires setup and activation. Availability of features and results will depend upon the setup and configuration of your hardware, software and IT environment. To learn more visit: <http://www.intel.com/technology/vpro>.

² PCs with Intel® vPro™ processor technology include Intel® Active Management Technology (Intel® AMT). Intel® Active Management Technology 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 connection. 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 of implementation of new business processes. For more information, see <http://www.intel.com/technology/manage/amt/>

³ No system can provide absolute security under all conditions. Requires an enabled chipset, BIOS, firmware and software, and a subscription with a capable service provider. Consult your system manufacturer and service provider for availability and functionality. Intel assumes no liability for lost or stolen data and/or systems or any other damages resulting thereof. For more information, visit <http://www.intel.com/go/anti-theft>.

⁴ Source: Speros based on field testing, December 2010.

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