



Success Brief

Intel® Core™2 processor
with vPro™ technology

IT services provider
Remote PC management



Five-star IT support

Intel® Core™2 processor with vPro™ technology checks in with a return on investment of 524 percent for Fractalia Hotel Systems

A division of Fractalia Remote Systems, Fractalia Hotel Systems is an IT services provider to quality hotel chains in Europe and Central and South America. To increase revenue and remain competitive, these hotels are now providing guests with high-speed Internet access, office applications, gaming and photo printing. It is the responsibility of Fractalia Hotel Systems to keep these IT systems up and running 24/7, in line with the high expectations of hotel guests. Traditionally it used its own software – Iriscene Remote Manager* – for remote PC management, software updates and PC restoration. But technicians still needed to make up to 155 desk-side visits per month to repair faulty PCs – a time-consuming and costly process. To improve service quality and minimise hotel revenue loss, Fractalia Remote Systems chose to harness the remote reboot and remote power up capabilities of the Intel® Core™2 processor with vPro™ technology.

“We’ve reduced the average time it takes to repair faulty PCs from 36 hours to 35 minutes. This has helped our customers, reduce lost revenue by 95 percent.”

Isabel Ruiz Martínez,
Commercial Director at
Fractalia Hotel Systems

- **Lower costs, improved service.** Fractalia wanted to lower its IT service costs while improving the quality of service delivered to its hotel customers. It also wanted to reduce PC downtime, thus minimising lost revenue on behalf of its customers
- **Remote manageability.** The remote reboot and power-up features of the Intel® Core™2 processor with vPro™ technology have enabled Fractalia to virtually eliminate on-site visits to repair faulty PCs, improving mean time to repair and decreasing IT support costs per PC by 85 percent
- **Substantial return.** The combined cost savings from reducing IT support costs and minimising loss of revenue to hotels is USD 369,000 (EUR 290,405) over five years. This provides a return on investment of 524 percent over five years, and break-even after just two years

From its centralised helpdesk, Fractalia Hotel Systems remotely monitors and maintains 2,900 desktop PCs at 900 business centres, Internet corners and kiosks. Using just Iriscene Remote Manager*, approximately 155 PCs required a site visit each month because the systems had frozen during use or failed to power up during a remote maintenance cycle.

The mean time to repair (MTTR) a failed system on site – either to reboot it or power it up – was 36 hours. Fractalia was losing on average USD 30.58 (EUR 24.15) per PC per year, and Fractalia’s IT support costs were averaging USD 44.75 (EUR 35.34) per PC per year. The combined total of lost hotel revenue and Fractalia’s IT support costs for failed PCs was over USD 198,000 (EUR 156,000) per year.

Intel® Core™2 processor with vPro™ technology reduces IT support costs by 85 percent

Iriscene Remote Manager enabled Fractalia to restore a PC following a software failure, but when it was not possible to complete a software reset remotely, technicians had to make a desk-side visit. In the interim, the PC was unavailable, reflecting badly on the hotel and eating into its revenue. To reduce costs and improve MTTR, Fractalia deployed 300 Intel® Core™2 processor with vPro™ technology-based desktops in its hotel business centres.

It was particularly interested in the remote reboot and remote power-up capabilities of the Intel vPro™ technology, which would allow it to eliminate a substantial number of site visits. Intel vPro technology can be used to manage PCs even when they are turned off, when the operating system (OS) is unresponsive, or when the software agents are disabled, thanks to manageability capabilities that are actually built into the hardware¹.

Using Intel vPro technology together with Iriscene Remote Manager, Fractalia has been able to put PCs back in service within 35 minutes instead of 36 hours, and has eliminated virtually all hotel site visits traditionally required for such tasks. IT support costs per PC have reduced by 85 percent from USD 44.75 (EUR 35.34) to USD 6.70 (EUR 5.29) per year, and hotel revenue loss per PC has reduced by 95 percent from USD 30.58 (EUR 24.15) to USD 1.39 (EUR 1.10) per year.

Spotlight: Fractalia

- Fractalia Remote Systems is a leading Spanish IT services provider to the leisure, retail and public sector market segments
- Fractalia Hotel Systems – a division of Fractalia Remote Systems – provides IT services to quality hotel chains in Europe and Central and South America, managing hotel business centres
- Each year Fractalia invests 17 percent of its turnover into research and development to improve its Iriscene software used to provide remote PC management, digital signage, public Internet access and express check-in and check-out kiosks



Over a five-year period, Fractalia is projecting cumulative savings in IT support costs of over USD 328,000 (EUR 258,000), cumulative savings in hotel revenue of over USD 264,000 (EUR 208,000), and a return on investment (ROI) of 524 percent.

Based on these positive results, Fractalia deployed a further 400 PCs running on the Intel Core2 processor with vPro technology and is in the process of refreshing the remaining 2,200 desktops in its fleet over the next two years. To reduce costs even further, it is looking to implement additional capabilities of Intel vPro technology, including console redirection and remote problem diagnostics and repair.

In addition, now that it is easier to remotely manage and maintain PCs, Fractalia hopes to increase its customer base for Iriscene Remote Manager software. It expects to be able to use its remote management software for PCs with Intel vPro technology to support many more clients while substantially lowering service costs.

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