



Valerent Adds Value to Symantec™ Altiris™ Platforms with Intel® vPro™ Technology

Valerent is helping customers deploy the latest Intel® vPro™ technology-based platforms together with Symantec™ Altiris™ management software to gain efficiency, save money, and deliver on Business Continuity initiatives. The results for Valerent are higher revenue, greater account control, and competitive advantage.



Advanced, Hardware-based Management Tools Increase the Value Delivered to Customers and Help Grow Revenue

As consultants focused on Symantec's Altiris platform, Valerent has delivered over 500 engagements involving workflow, asset control and management, inventory, end point security, and service desk. "Customers come to us because they have a management headache or a compliance headache," says Frank Cano, president and CEO of

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Valerent. “IT organizations are under constant pressure to lower support costs and compliance risk. We provide expertise and thought leadership to help clients achieve better returns in the forms of reduced costs, increased productivity, and improved compliance.” Valerent is constantly evaluating new tools and processes that will

increase those returns for its clients, and this has led to a focus on Intel vPro technology. “When the right hardware meets the right software, efficiencies happen,” says Cano. “That’s what we’re seeing—and showing clients—with PCs based on Intel vPro technology and managed by Symantec’s Altiris platform.” Valerent is finding that this opportunity is low-hanging fruit. “Many customers have vPro-based PCs but aren’t utilizing their capabilities,” he notes. “In many cases we’re able to deliver significant returns with very little hardware or software investment by the customer.”

Combining Powerful Tools from Intel and Symantec

Valerent has found that combining the latest Intel®-based PC platforms and Symantec’s Altiris management software helps companies fuel innovation and stay competitive in today’s economic climate by delivering solutions that allow IT organizations to do more with less, and at a lower TCO. “To our clients, we’re now promoting Intel vPro technology-based PCs as a key part of their Altiris solution,” says Cano. “In many cases, there is no incremental investment, since

many customers already have vPro systems installed but are not utilizing them. We're able to help them unlock that value."

With the combination of PCs based on Intel vPro technology and Symantec's Altiris management platform, Valerent is helping companies optimize IT functions and free up resources in three major ways:

- **Managing more with less:** Central management of the entire PC fleet and greater remote capabilities reduce resource requirements and lower deskside visits by up to 55 percent.¹
- **Increased security:** Hardware-based protection against today's viruses and malware and accelerated patch saturation—up to 94 percent faster.¹
- **Real energy savings:** Immediate energy savings from higher-efficiency PCs and the ability to power systems down after hours.

“At the core of Lone Star College System’s plan to become the premier college system in the country is our commitment to successful partnerships. Partnerships with our students, our community, and industry leaders like Intel. Our partnership with Valerent in maximizing the use of Intel’s vPro technology is another example of our commitment to increasing efficiency, effectiveness, and value to our tax payers.”

– Shah S. Ardalan, vice chancellor and CIO,
Lone Star College System

According to Cano, as word about the advantages of Intel vPro technology has spread, the revenue opportunity for Valerent has grown. “We get phone calls from companies asking for help deploying and activating vPro,” he explains. “Because vPro’s increased capabilities to monitor, manage, and repair PCs are integrated into the Symantec Altiris platform, this is a powerful fit for our Altiris-based customers.”

Adding Advanced Capabilities to Existing Investments

“To say that we care about our brand is an understatement,” says Cano. “Any solution we deliver has to result in high value to our clients.” The combination of Intel vPro technology-based PCs and Symantec’s Altiris

platform helps Valerent deliver more value because it allows our customers to optimize IT manpower, spend less, and increase PC user productivity. “Adding Intel vPro technology-based PCs to Altiris installations delivers significant functional improvement and cost reduction,” he explains. Intel vPro technology’s improved functionality delivers better management and lowers operating costs in a number of ways:

Remote power on for updates. Valerent’s ability to remotely power on Intel vPro technology-based PCs means that many PC management functions are streamlined. “Remote power on and update is a huge benefit,” says Cano. “Compared to Wake-on-LAN, which isn’t really reliable, Intel vPro technology allows customers to turn on systems that are powered off and control them more predictably, reliably, and efficiently. In fact, one of our selling points for vPro is that it’s not Wake-on-LAN. Once clients learn that vPro capabilities are embedded in the PC hardware and leveraged by Symantec’s Altiris platform, their interest is elevated.”

Remote diagnosis and repair. The advanced remote capabilities of Intel vPro technology extend the capabilities of Symantec’s Altiris platform, allowing users to identify and resolve problems faster and significantly reduce PC downtime. “Intel vPro technology extends Altiris’ capabilities in important ways,” says Cano. “The ability to power systems on and off is new; the ability to disk redirect is new; and the ability to send urgent patches out-of-band is new.” Each of these capabilities saves Valerent’s customers time and money. “The ability to reduce deskside visits by managing the machine out-of-band makes troubleshooting and repair much more efficient. The ability to re-image a PC using an ISO image and IDE-Redirect can save significant amounts of remediation time.” When a deskside visit is required for a hardware problem, the better availability of hardware inventory data means that technicians can take the right part the first time, often eliminating a diagnostic field visit.

Policy-based isolation and recovery. Intel vPro technology-based PCs managed with Symantec’s Altiris platform provide better protection to the network through the ability to locally isolate a client system from the network based on policies defined and distributed by the Altiris platform. “It’s a great advantage to be able to isolate infected systems quickly,” notes Cano. “It means less data risk, less downtime, and fewer systems to remediate.”

Improved security profiles. Because Valerent's customers can use Intel vPro technology to update systems that are turned off, the time it takes to propagate a security patch or update across a network is greatly reduced. Patch saturation times can be reduced by as much as 94 percent,¹ decreasing the customer's exposure to viruses and malware. In addition, there are fewer missed systems to be located and manually patched, significantly reducing costs.

Reduced power consumption. "More and more customers are looking for energy savings and the positive publicity of having a green agenda," explains Cano. "And especially as you move up the chain, executives see this as important for the P&L and for corporate citizenship." By implementing Intel vPro technology, Valerent is helping customers save significantly on power costs with the ability to turn systems off after hours and then turning them back on before the next business day. "Customers can realize immediate power

Hard Benefits Drive Intel® vPro™ Technology Adoption at Lone Star College

As a systems administrator at Lone Star College System in Houston, Texas, Nishae Brooks can appreciate Valerent's role in introducing and deploying Intel® vPro™ technology in conjunction with Symantec's Altiris Notification Server platform. Lone Star College System's Office of Technology Services serves 72,000 credit and continuing education students and 5,000 faculty and staff by managing an advanced IT infrastructure consisting of 30,000 IT assets. Valerent has been working with Lone Star College System (LSCS) on their Altiris platform for four years. Valerent's experience and expertise with Intel vPro technology resulted in Lone Star College System's increased return on technology investment.

"In the past, Valerent helped us successfully implement Symantec's Altiris platform on several of our campuses. The improvements brought about by Altiris led us to a system-wide deployment covering 14 sites," explains Brooks. "Within that scope, Valerent raised the possibility of fully implementing Intel vPro technology. The research on vPro illustrated the monetary gain, but Valerent helped realize the feasibility of implementation and partnered with us to devise a road map." She liked what she heard about vPro's benefits: it's now the College's standard PC platform. "We're about 30 percent vPro-based PCs today, and we'll be 50 percent by the end of the year," she notes. The key benefits driving the College's adoption of Intel vPro technology in conjunction with Symantec's Altiris platform are:

Increased endpoint security: "Many of our PCs are open to public use, and therefore more susceptible to vulnerabilities," says Brooks. "Our facilities are open 6 or 7 days a week, in many cases the equip-

ment is in use for about 15 hours a day. This leaves us little room for patch management. vPro allows us to push patches with much greater success rates to any machine during defined maintenance windows without interrupting users."

Significant power savings: "In our executive suite, power savings is a priority issue," says Brooks. The passive energy efficiency of new Intel vPro technology-based PCs was a big selling point, as is the ability to actively power manage by turning systems off remotely after hours. The College estimates that Intel vPro technology will lower power cost per PC per year from \$62 to \$20². "Even if only 10 percent of your installed base was vPro systems, it would make a huge difference," notes Brooks. "Our hardware replacement plan is geared to have us 100 percent vPro capable within the next life cycle."

Remote manageability: Out-of-band management and image redirect, enabled by Intel vPro technology, will allow technicians to diagnose and repair problems much more quickly. "Out-of-band management allows us to collect preliminary data from a failing system and begin our resolution process prior to arriving desk side," explains Brooks. "To cut down on system down-time, we can redirect the machine to pull a stock image, and have the customer up and running in minutes. Our productivity goes up tenfold, and customer satisfaction ratings are higher."

"Our relationship with Valerent is a true partnership," says Brooks. "They brought extensive vPro implementation experience to the table, helped us realize the feasibility of implementing the technology in a timely fashion, and collaborated with us to build our roadmap."

savings by using Intel vPro technology-based PCs and Symantec's Altiris platform. More and more customers are starting to do the math as green IT becomes a priority," notes Cano. "Today, this is a part of every customer project proposal." In addition to active power savings, PCs based on Intel vPro technology tend to be much more power efficient than two- and three-year-old systems and thus deliver significant passive power cost savings as well.

Advanced Tools that Build Competitive Advantage

Because of their positive impact on Valerent's business, PCs based on Intel vPro technology have become the preferred platform and a key part of their Symantec Altiris solution. "In any customer engagement, we're promising to deliver value, and that value is measured by returns on the customer's investment," says Cano. "With our existing customers, even if they decide to wait to implement vPro functionality, it's still the next logical step. So we make sure it's a part of every Symantec Altiris project proposal." In the case of new customers, Cano is finding that the growth of market awareness about Intel vPro technology and its benefits has resulted in potential customers contacting Valerent for their vPro expertise. "As vPro's reputation continues to grow, companies are contacting us and asking for help implementing vPro capabilities within their environment. Our expertise with vPro has become a great source of new client business as customers learn that we know how to deliver the value in the combination of Symantec Altiris plus Intel vPro technology."

Latent Value Waiting to be Uncovered by Symantec Altiris Users

For Valerent, Intel vPro technology is a perfect complement for IT organizations using the Symantec Altiris platform. "Intel vPro technology is a very high leverage opportunity for us," says Cano. "The value is there for the taking, both in terms of vPro PCs in the installed base and in terms of vPro's integration into Symantec's Altiris platform. At the same time, customers are increasingly aware of—or easily educated about—the value of the technology. We're in a great position to "bolt on" vPro to our Symantec Altiris solutions for increased customer satisfaction, increased account control, and increased revenue."



For more information about Valerent, visit www.valerent.com or call 713-795-2800.

For more information about Intel vPro technology, visit www.intel.com/vpro.

For more information about Symantec's Altiris platform, visit www.symantec.com/business/client-management-suite.



¹Source: "Case Studies with Intel® vPro™ Processor Technology—An Analysis of Early Testing of Intel vPro Processor Technology in Large IT Departments," C. La Grand & M. Salamasick, 2007 http://www.intel.com/business/casestudies/intel_case_studies_summary.pdf.

²Estimate by Lone Star College based on August 2009 analysis.

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