

Managed IT Services From MapleTronics Help SunnyBrook RV Grow

Lower Costs and Improved Reliability of IT Infrastructure Allow Manufacturer to Focus on Business

Information Technology: Critical and Distracting

As the controller of SunnyBrook RV, a 300-employee manufacturer of recreational vehicles, Sheldon Troyer understands the importance of IT to his business. And as the company's former "IT guy," he also understands the challenges faced by small companies in keeping their technology infrastructure running smoothly. Prior to being promoted to controller, Troyer was responsible for running SunnyBrook's network, servers, software applications, and 30 PCs. This technology supports the company's administrative, design, and manufacturing functions, including accounting, inventory, sales tracking, billing, purchasing, and production scheduling. "None of this works without IT," explains Troyer. "When a single PC goes down, it affects the productivity of many people."

Being promoted to controller didn't relieve Troyer of the IT responsibilities; it just left him much less time to take care of them — a situation that became untenable. "Normal computer problems are very time consuming," he says. "General support issues and routine problems are a daily interruption." In addition, IT problems have a knack for appearing at the worst possible times. "For example, we run payroll on Mondays and Tuesdays," notes Troyer. "If someone calls with a crashed PC on a Monday afternoon, I'd have to drop what I was doing and take care of the problem. It's a nightmare." In addition to these normal issues, SunnyBrook RV is in a significant growth phase, and Troyer could see that as the IT infrastructure grew, the problem of managing it by himself would only get worse. "I realized that there was too much delay whenever anyone had a problem — large or small," he explains. "We reached a pain point and realized that we had to change our approach."

The Answer: Managed Services From MapleTronics

For help, Troyer turned to MapleTronics, a leading IT service provider based in northern Indiana. SunnyBrook RV had been utilizing MapleTronics for project-based work, relying on their skills in network design and installation, custom PCs and servers, and onsite maintenance. But MapleTronics also serves the growing market for "managed services," in which companies outsource the entire management of their IT infrastructures. "For small- and medium-sized companies, managed services make excellent economic sense," says Bret Stahly, chief operating officer at MapleTronics. "Their IT capabilities are critical to their success. The challenge they face is how to manage it effectively. Managed services are less expensive than hiring dedicated IT staff and it brings the company a broad skill set and deep expertise, which can't be matched by an IT staff of one or two people." MapleTronics uses PCs based on Intel® vPro™ processor technology as a foundation of their managed services.



"Using advanced tools, including PCs based on Intel vPro processor technology, we can proactively watch for problems, reduce downtime, and accelerate the resolution of hardware and software problems that occur," explains Stahly. SunnyBrook RV enjoys the expertise of MapleTronics' staff of 40 technicians and engineers, including a dedicated managed services team. "The net result is that SunnyBrook has the *reliable* tools they need to do business, and they can really focus on that business rather than on their IT."

To Troyer, managed services immediately made sense. "Every IT issue and problem ultimately comes back to me," he says. "If I can spend less time on IT, deliver better IT capabilities for my company, and save resources in the process — then it's a pretty easy decision."

Better IT Support Means Better Business Performance

At MapleTronics, managed services are really an extension of the business model they've had in place since 1992. "We have a strong customer service culture," explains Stahly, "where team members assume ownership of the customer's problem or challenge until it is fully resolved. Managed services are really just the natural extension of that kind of business model, to a point where the value delivered is comprehensive." The advanced capabilities of Intel vPro processor technology give SunnyBrook RV the energy-efficient PC performance they need to run demanding business applications while at the same time enabling MapleTronics to deliver better PC management with greater efficiency and cost-effectiveness. From SunnyBrook RV's perspective, this brings a number of significant advantages.

Greater reliability and uptime that minimizes business interruptions. Using the advances of Intel vPro processor technology, MapleTronics is able to monitor and manage SunnyBrook RV's PCs around the clock, 7 days a week, regardless of the state of the operating system. MapleTronics can *proactively* watch for many devel-

oping problems and intervene before they negatively impact the end user's workflow (or the entire business).¹ When problems do arise, they can often be fixed remotely, without the cost and delay of a field service call and without interrupting the end user. "Eventually, when we have Intel vPro PCs rolled out across the company, MapleTronics will be able to fixed 85–90% of our problems remotely, which will be a huge reduction in downtime and lost productivity for us," says Troyer. In addition, MapleTronics can update software after hours, even if PCs are turned off for the night. This means SunnyBrook RV's employees spend less time with PC problems and routine interruptions — and more time delivering value to customers.

Proactive security that protects business and critical business data. In an environment where threats from viruses and malicious software are ever-increasing, Intel vPro processor technology enables MapleTronics to *proactively* protect SunnyBrook RV. MapleTronics can constantly monitor the PCs to insure that critical security software is in place and up-to-date, without bothering the end user. "Being able to know if our systems are compromised is a big improvement," notes Troyer. And frequent interruptions for technology maintenance become a thing of the past.

The performance to deliver new and improved business capabilities. Technology evolves at a rapid pace, and as SunnyBrook RV grows they'll need increasingly sophisticated software tools such as design applications, collaboration tools, and customer relationship applications. Intel vPro processor technology-based PCs have the performance to deliver these demanding applications seamlessly. Their Intel® Core™2 Duo processors deliver 40% greater performance than previous-generation processors while also delivering excellent energy efficiency.²

Lower total cost and better IT support. Managed services from MapleTronics bring SunnyBrook RV a much broader set of skills and resources (resulting in better outcomes) and utilize economies of scale (resulting in lower overall costs to SunnyBrook RV). The complete

solution from MapleTronics, including Intel vPro processor technology-based PCs, delivers a consistent, reliable platform that lets SunnyBrook RV focus on satisfying customers and growing sales.

Better visibility into PC and network usage. Because MapleTronics has the ability to comprehensively monitor SunnyBrook RV's entire network, they can bring valuable inputs to the company about current and expected IT needs. SunnyBrook RV gains much greater visibility into what services are being used, how they are used, and where upgrades are most needed. In addition, Troyer can better see the true drivers of his company's IT cost. As a result, IT budgeting can be more accurate and strategic planning can be more effective.

A Focus on the Customer

MapleTronics realizes that their success is directly tied to their customers' success, and they wouldn't have it any other way. "By reducing our customers' IT costs — both in terms of dollars spent and lost productivity — we help our customers grow their business," says Stahly. "This directly builds our business as well." For SunnyBrook RV, Troyer expects the impact of managed services from MapleTronics to be fundamental. "Each person within our company has a mission and needs to accomplish their objectives," Troyer explains. "They all use PCs heavily each day, and any downtime is going to kill their productivity and affect other employees. Services from MapleTronics and PCs with Intel vPro processor technology can help us maximize our performance as a business."

For more information about the benefits of Intel vPro processor technology for small businesses, visit <http://msp.intel.com>.

For more information on MapleTronics, visit www.mapletronics.com.

For more information on SunnyBrook RV, visit www.sunnybrookrv.com.

Solution provided by:



¹ PCs with Intel® vPro™ processor technology include 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 connection. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating, or powered off. For more information, see www.intel.com/technology/iamt.

² Performance measured Intel® Core™2 Duo desktop processors compared to Intel® Pentium® D Processor 805 on SPECint_base2000 and SPECint_rate_base2000(2 copies). Actual performance may vary. See <http://www.intel.com/performance> for more information. SPECxx are trademarks of the Standard Performance Evaluation Corporation. wSee <http://www.spec.org/hhttp://www.spec.org> for more information.

³ 64-bit computing on Intel architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers and applications enabled for Intel® 64 architecture. Processors will not operate (including 32-bit operation) without an Intel® 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Consult with your system vendor for more information.

Source: The Mapletronics 2007 Pilot of Intel vPro Processor Technology, conducted in July 2007 at the Sunnybrook site in Goshen, Indiana. Statements made by MapleTronics and Sunnybrook representatives reflect results of independent testing performed by MapleTronics and Sunnybrook in their own environment. Actual improvements in a production environment might vary. Other companies may see different results, depending on their IT service environment.

This document is for informational purposes only. INTEL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.

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

Copyright © 2007 Intel Corporation. All rights reserved. Intel, the Intel logo, Intel vPro, and Intel Core are trademarks of Intel Corporation in the U.S. and other countries.

Copyright © 2007 Linked Technologies, Inc. All rights reserved. Linked Technologies and the Linked Technologies logo are trademarks of Linked Technologies, Inc.

This document is for informational purposes only. INTEL MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS DOCUMENT.