



## IT Managers' New Year's Resolutions

**1. Take back the power!** Get IT energy consumption under control with remote power-down capabilities and energy-efficient hardware. Fuelled by the growing awareness of global warming and rising energy costs, power consumption is becoming a major IT issue and important influence on purchase decision making. Energy costs typically account for about 10 percent of a total IT budget, but may increase to 50 percent in just a few years, in fact, half of the Forbes global 2000 companies are expected to spend more on energy costs than hardware by 2010.<sup>1</sup>

**2. Remote technology, not legwork!** Managing IT within geographically dispersed organisations is a challenge when IT budgets and resources are limited. Centralising and automating processes can help. So, save the workout for the gym and make fewer desk-side service calls. Only 20 percent of PC problems require desk-side visits, but those visits take up 80 percent of the budget.<sup>2</sup> Look into remote management technologies to help boost efficiency. Remotely diagnosing the source of the problems that do require desk-side attention also decreases the length of each visit and reduces user downtime.

**3. Security!** Over half of European IT managers polled in a recent survey identified security as their top priority.<sup>3</sup> Businesses can implement a range of IT security measures, but single elements only count as parts of an organised holistic approach to security. Layering security and providing training for all employees are important elements of an intelligent company-wide approach that can make the difference between a superficial defence system and a robust one. Integration is the key – invest in computing devices that come with a level of security instrumentation built-in at the hardware level rather than relying on standalone point products that require hours to properly integrate.

**4. Focus on IT for biz value!** Inventory, software updates, remediation and general management are all vital, but take a heavy toll on time and resources. As a result, IT departments focus much of their energy on simple maintenance, with little left for innovation. Shift the focus and re-prioritize: fuel business growth *AND* keep the business running! Automate tedious processes to free up time and resources to focus on more strategic activities.

**5. Get the right tools!** Make sure people have the right hardware and software tools for their jobs. New software (e.g. Microsoft Windows Vista\*, Microsoft Office 2007,\* Adobe Creative Suite 3\*) requires a high-performance hardware platform with quality graphics/multimedia and more RAM. Memory hungry software eats up hard drive space and can slow down users who don't have strong-enough hardware.

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<sup>1</sup> Source: Rakesh Kumar, Gartner, quoted in May 2007 in Business Week.

[http://www.businessweek.com/technology/content/may2007/tc20070514\\_003603.htm?chan=search](http://www.businessweek.com/technology/content/may2007/tc20070514_003603.htm?chan=search)

<sup>2</sup> Source: Intel White Paper, "Reducing Costs with Intel® Active Management Technology," August, 2005

<sup>3</sup> Source: Intel IT Security Survey Commissioned by Intel and executed by Lightspeed Research, August 2007

**6. Security on the go!** Notebooks and mobile devices are taking Europe by storm and steadily marching into the workplace. (EMEA notebook shipments grew by 45 percent in 2007!)<sup>4</sup> A mobile workforce is more productive with higher rates of employee satisfaction, but also brings added security risks.<sup>5</sup> Lost and stolen devices lead to leakage of sensitive information, and compromise the security of the entire network. Make sure all devices are equipped with password protection, data encryption, and remote management technologies.

**7. Virtualise!** Virtualisation is great for securing the network, saving energy, safeguarding against server failure, improving network performance and freeing-up space in the server room. The number of virtualised PCs worldwide, for home and professional use, will increase from 10.6 million in 2007 to 23 million in 2008.<sup>6</sup> Virtualised servers are more resistant to tampering and software attacks and can be used to virtually test security patches before deploying them across the network. Virtualised servers are also more reliable. If servers fail, virtualisation technology helps to save data in running applications. IT staff can then use a virtual “container” to move the data to another machine, which makes it possible to run IT applications (such as security updates) all the time. Better server utilisation also makes users happy by increasing computing performance. Plus... fewer servers handling the same workload equals more leg room!

**8. Align business and IT goals!** Align business and IT goals and gather data to demonstrate that IT provides value to business. Getting everyone on the same page will ensure that everyone works towards the same goals, prove the value of IT to the organisation and possibly lead to more IT resources! A recent survey showed that 44 percent of IT managers in Europe don't have enough resources to deal with their security issues...<sup>7</sup>

***Intel can help you get started!***

The first step is to make good on these resolutions is to look into solutions from Intel Corporation for enhanced IT performance, security, efficiency and manageability.

- *Performance* – Intel® vPro™ processor technology based desktop PCs provide the performance required for today's demanding business applications. The 2007 platform provides 30 percent more performance and 55 percent less idle power compared to the 2006 platform.<sup>8</sup> Intel vPro and Intel® Centrino® Pro processor technology come “Windows Vista\* Ready” and enhance the programme's performance with fully integrated graphics, a 64-bit dual-core Intel® Core™ 2 Duo processor, high-definition audio and other integrated capabilities.
- *Security* – Desktop and mobile PCs based on Intel vPro and Intel Centrino Pro processor technology offer comprehensive proactive threat monitoring capabilities. With both solutions, network security credentials can be

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<sup>4</sup> Source: IDC EMEA, Preliminary Results 3Q07, October 18, 2007

<sup>5</sup> Source: JupiterResearch, Mobile Data and the Enterprise Consumer - Assessing and Managing Corporate Data on Personal Devices, June 15, 2005

<sup>6</sup> Source: Gartner, Forecast for PC Virtualisation, August 8, 2007

<sup>7</sup> Source: Intel IT Security Survey Commissioned by Intel and executed by Lightspeed Research, August 2007

<sup>8</sup>Source: vPro product information available at:

[http://www.intel.com/products/vpro/index.htm?iid=prod+prod\\_vpro](http://www.intel.com/products/vpro/index.htm?iid=prod+prod_vpro)

embedded in the hardware ensuring network security even when PCs are turned off. They also help manage and protect notebooks over Wi-Fi.<sup>9</sup>

- *Efficiency* – Intel vPro comes with power coordination and thermal technology which allow the Intel® Core™ 2 Duo processor to operate at a very low voltage, reducing the amount of energy wasted on unnecessary heat and cooling costs. Intel vPro and Centrino Pro also come equipped with 64-bit graphics cards and built-in virtualisation capabilities – eliminating the need to add additional hardware.
- *Manageability*<sup>10</sup> – Intel vPro and Centrino Pro offer the complete package for remotely troubleshooting, repairing and restoring systems– including remote and redirected boot capabilities, managing machines that are powered-down and policy-based alerting. Intel vPro also automates tedious processes such as inventory, software updates and remediation.

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<sup>9</sup> Wi-Fi is a term developed by the Wi-Fi Alliance to describe wireless local area network (WLAN) products that are based on the Institute of Electrical and Electronics Engineers' (IEEE) 802.11 standards.

<sup>10</sup> Intel® Active Management Technology (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. 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 [www.intel.com/technology/platform-technology/intel-amt/](http://www.intel.com/technology/platform-technology/intel-amt/).