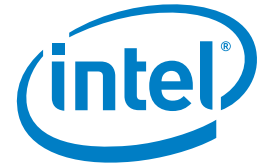


CASE STUDY

Intel® Core™ i5 Processor
Consumerization of IT
PC and Windows* Upgrade
Entertainment/Media



RCS Libri opens a new chapter in book distribution

Sales agents use Intel® processor-based 2 in 1 devices running Windows* 8 to enable multimedia demonstrations and faster, more accurate order completion



“By adopting the 2 in 1 devices based on the Intel® Core™ i5 processor, we can combine the power of a personal computer and the portability of a tablet.

The economic benefits and convenience of using one rather than two different tools are obvious. The new Intel® Core™ i5 processor-based machines enable us to shorten the order-to-delivery process.”

*Giandomenico Oldano,
ICT Architecture & Operation Manager,
RCS MediaGroup*

RCS Libri is a company owned by RCS MediaGroup S.p.A and a major European book publisher. To make its sales team more efficient, it equipped agents with the latest generation of 2 in 1 mobile devices, powered by the Intel® Core™ i5 processor and running Windows* 8. In addition to saving on the production of printed materials, RCS has minimized errors in the order process and laid the foundation for more effective collaboration between agents and headquarters.

Challenges

- **Enhance the efficiency of the sales force.** Provide the sales network with a modern tool that can quickly and interactively display the books in the catalog (canvas), so as to allow more time for the relationship with the customer and strategic activities.
- **Integrate customer relationship management (CRM) software with SAP*.** Adopt mobile hardware platforms that allow the use of CRM and cloud computing, which will then be connected with the management software to automate most of the tasks.
- **Simplify the help desk.** Reduce the various types of devices and operating system versions to lighten the workload on the IT department.

Solutions

- **Digitization.** Replace all the old personal computers of the sales force, characterized by inadequate performance and poor multimedia capabilities, with 65 convertible devices of the latest generation, equipped with Intel Core i5 processors and the Microsoft Windows 8 Enterprise operating system.

Impact

- **Integration of the sales process.** The book catalog (canvas) is now browsable in digital form from the devices' touchscreens. Agents can interact with the customer and place orders directly from the catalog. Sales are recorded automatically by the system and entered into both the CRM and management platforms.
- **Reduction of operating costs.** The new fleet of computers will be homogeneous in terms of hardware and operating systems. This will free up resources in the IT department and decrease maintenance costs. The use of multimedia and interactive functionality will also create significant savings in terms of paper and other materials used for printing.
- **Activate the cloud and enhance collaboration.** The new Intel-based devices take advantage of a cloud architecture that enhances the use of the CRM system and the implementation of more effective collaboration between agents and the central office.

Getting in step with the times

RCS MediaGroup is an Italian multimedia publishing group working across newspapers, books, radio, new media, and television, primarily focused in Italy and Spain, but also with operations in other countries.

The RCS Group is one of the leading operators in the book publishing industry in Italy, with a significant presence in Spain, Portugal, and the United States. Among the major brands are Rizzoli*, Bompiani*, Fabbri*, Marsilio* and Adelphi*.

Although the world of book publishing is based on solid values that remain unchanged over time, the business processes of the sales network of RCS Libri - like those of many other companies in the industry - had plenty of room for improvement and efficiency.

Sales agents were using obsolete personal laptops, and often gathered orders manually, carrying the massive paper catalog from one bookshop to an-

other, and describing first hand the advantages and characteristics of the books they were selling. Once back at home or in the office, the agents would then enter the order in the SAP system or, in some cases, email a spreadsheet to the central office, where it was rekeyed into SAP for them. Clearly, there was room to streamline processes and give agents better tools for demonstrating and selling the products they represent.

“We took advantage of a project to renovate our CRM system to modernize the tools provided to agents,” says Giandomenico Oldano, ICT architecture & operations manager, RCS MediaGroup. “The aim was to increase efficiency by updating the channels for communication between agents, customers, and the central office. We needed, in fact, to get back in step with the times, improve our business results, and, equally importantly, to optimize our computer and paper costs.”



The Windows* 8 2 in 1 device provides the perfect combination of keyboard and touchscreen

Mobile devices for mobile productivity

The solution was to provide the sales agents with better mobile computing devices. RCS began to evaluate the different types of mobile devices in the marketplace, convinced that a keyboard and the power of a personal computer were indispensable, but also that it was necessary to offer customers a more interactive and modern experience such as that provided by tablets, which were already widely used in other divisions of the group.

"We liked the idea of being able to show clients the multimedia content of our book catalog," says Angela Filannino, ICT demand manager, RCS MediaGroup, "knowing full well that the most appropriate tool for that would be the touchscreen of a tablet. At the same time, though, it was essential to use a device that was equipped with the Microsoft Windows operating system so it could be integrated with the rest of the company's information system and, in particular, with the new CRM cloud computing architecture based on Salesforce.com* and the SAP management system."

After careful evaluation, RCS chose a 2 in 1 device, a lightweight but powerful laptop with a hinged keyboard that could be easily detached from the touchscreen, allowing the device to be used as a tablet as well.

The right balance between mobility and multimedia

The model chosen was the Samsung Ativ Pro* S7 equipped with an Intel Core i5 processor, a 128GB hard drive, a 64GB Secure Digital (SD) card and 3G connectivity.

The application the sales force will use has been developed by Reply, which has created a modern, multimedia and interactive tool that nevertheless continues to transmit the solid, timeless values of traditional book culture.

"The 2 in 1 device has enabled us to enrich our catalog with multimedia content, such as videos in which a book's author presents the work himself," says Filannino. "In addition to the pleasure of touchscreen interaction, the agent and the client can enter the order together, verifying the data in real time and minimizing the risk of errors. Once the sale procedure has been completed, the application connects wirelessly (using Wi-Fi or 3G) to the central system and loads the data directly onto the SAP platform, skipping at least one of the steps that were necessary in the past."

Accelerating sales

The integration between the application and the CRM on one side and the SAP on the other can save many hours when the order is being acquired and the sale managed, so the sales agents can devote more time to strategic activities that drive customer loyalty.

In addition, the digitization of the workflow has enabled RCS Libri to speed up the processing of orders, reducing the delay that was inevitable when another human operator had to manually enter the data from the paper order into the Excel* spreadsheet, which was then used as input to the SAP system (in the best-case scenario).

Process optimization is not the only tangible result of the implementation of the mobile workforce. RCS Libri also benefits from significant savings in many areas. The first relates to the management and care of the fleet of computers, which are now much more homogeneous in terms of both hardware and software. (In the past, the sales force was equipped with machines based on different architectures with at least three different operating system versions.) The second concerns the opportunity to cut many of the costs related to printing promotional materials, which now appear

in digital format and are enriched with much more content than the old paper catalog (canvas).

Converting the rest of the group

The Samsung 2 in 1 devices based on the Intel Core i5 processor have proved so successful in the sales network of RCS Libri, which consists of approximately 65 people, that the 30 agents of RCS Sport (the RCS MediaGroup company that specializes in sport business and organizing national and international sport events) will also be equipped with the same tools for the promotion and marketing of important sport events such as the Giro d'Italia*.

"One of the functions the agents most appreciate," says Oldano, "is the ability to display high-definition movies on a notebook which they can also use for back-office operations. It is an important asset because the most popular tablets, for example, cannot be the only digital tool the sales force uses, because the agents would still need to bring a personal computer with them as well. This type of tool is, for us, the technological basis for the renewal of our business processes, which over the next few years will help us take advantage of all the benefits of mobility and collaboration."

Find the solution that's right for your organization. Contact your Intel representative, visit Intel's Business Success Stories for IT Managers (www.intel.co.uk/itcasestudies), or explore the Intel.co.uk IT Center (www.intel.co.uk/itcenter).



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