Solution Brief
Intel® Core™ i5 and i7 vPro™ Processors
Data Center Efficiency
PC Upgrade
Enterprise Mobility

Look Inside.™

Mobile technology: the future of enterprise

Atea bridges the gap between user demands and IT department expectations with Intel® technology

Challenges

- **IT modernization.** Atea wanted its customers to benefit from the latest technology developments
- **Tech savvy.** Its specific challenge was to educate enterprises about the benefits of upgrading to the touch interface for business

Solutions

- **OS upgrade.** Atea promoted migration to Microsoft Windows* 8.1 by managing small proof of concept (PoC) rollouts to identify where customers could gain most from the new platform
- **Mobile computing.** Atea ran these PoCs on 2 in 1 devices powered by Intel® Core™ i5 and i7 vPro™ processors

Impact

- **Mobile evolution.** With high-performance 2 in 1 devices powered by Intel® technology, Atea can provide its customers with reliable mobile devices and a choice of form factors to suit every purpose
- **Flexible working.** Thanks to the long battery life of Intel® processor-based 2 in 1 devices,[1,2] Atea customers can work from any location, in the way that best suits them, boosting staff productivity
- **Attracting customers.** Being able to offer a wide range of modern, fast and reliable devices helps Atea to build its business with existing customers and attract new ones

"For Atea, the key benefit of working with Intel is the wide range of high-quality devices available, and therefore the flexible form factors we can provide our clients. Across all these devices, solid built-in security[3] and rapid start-up time are the most useful features."

Martin Öster,
Head of Business Development,
Atea

A reason to refresh

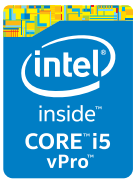
Atea is the largest IT reseller in the Nordic market segment, with a presence in 82 cities in Norway, Sweden, Denmark, Finland, Lithuania, Latvia and Estonia. The company's 3,500 consultants have a strong track record of helping customers establish and manage new IT infrastructure projects.

For Atea, a priority is to combat the reluctance to refresh hardware and software across businesses. "Most businesses find IT upgrades expensive, complicated and time-consuming, and some are so put off by complexities like capturing user data and settings, deploying images, and reinstalling applications, that they simply procrastinate. Many companies wait to migrate until applications require a new operating system (OS) or until support for their existing OS is phased out. To tackle this problem, we provide a deployment solution named Jumpstart* to lower the cost of Microsoft Windows migrations and make the whole process of refreshing IT easier for our clients," said Martin Öster, head of business development, Atea.

Atea has a long-standing relationship with Intel, harnessing Intel's latest technologies and expertise to help its customers update their IT systems and move towards a more productive future. "We see Intel technology as the industry standard, and we trust that Intel, together with the new Microsoft Windows 8 platform, can provide a powerful and flexible mobile offering," said Öster. "Touch is replacing the old Microsoft Windows format, and our customers need to get on board. Our challenge is to educate customers on the significant business benefits of mobile devices with Intel® processors running Microsoft Windows 8. It is easier to sell when they understand the merits of the technology," he added.

Modernizing enterprise IT

Atea is managing small PoC rollouts across many customers. This tactic is designed to minimize intrusion, highlight the undeniable advantages of Intel processor-based devices running Microsoft Windows 8, and allow Atea to identify where companies can gain most from the new platform. Usually, C-level executives and mobile workers trial the new devices, since they have the most need for flexible working and set a good example for the rest of an enterprise. Also, the productivity benefits that come from flexible, digital working are important because they have a positive impact on cost efficiency, workforce productivity and staff morale. Intel has trained Atea reps and supported Atea in educating its customers on the benefits of introducing mobile devices into the workplace.



Intel® processor-based devices running Microsoft Windows* 8 help Atea lead customers to enterprise mobility

A new user interface

Atea prides itself on being able to offer each of its customers a tailored hardware and software solution. The range of form factors Intel can offer is a great benefit. Flexible solutions, such as the 2 in 1 and convertible devices, give users the option of a keyboard interface for times when they have significant writing needs, or a touch-enabled tablet for times when they need to browse content and absorb information. The convertible model improves workforce productivity by introducing a more flexible working environment that can suit different working styles. Making the most of these devices' touch capabilities is key, since it allows for quick and easy browsing and, with just a tap, users can share important documents.

For instance, one international tech minerals group wanted a different device for different business functions: one desktop image customized for office use; one ultra-mobile device for installation in vehicles; and one reinforced device for outdoor use, for example in mines and other rough environments where devices need to be protected from iron ore dust. Thanks to the wide variety of Intel processor-based devices, Atea was able to provide a tailored solution for this customer. "We worked closely with the customer to really get to the bottom of their specific use cases," said Simon Norman, national business manager for Atea Apps. "Thus, we delivered a solution the business can really benefit from."

Atea's client developed its own applications with Atea Apps, enabling staff to use custom apps to fill in time sheets on the go, reserve meeting rooms and distribute meeting materials digitally, which saves time and paper.

Atea also ran a PoC for a global chemical supplier, and the trial was so successful that the company is now planning to deploy tablets running Microsoft Windows 8.1 throughout the business. "Mobile technology is a great help to office staff who travel between meetings, sales staff who are out on the road, technical staff who must be on site, and many others. Increasingly, disparate workforces need to access different types of applications and documents to prepare for appointments, fill in time-sheets, or simply communicate with colleagues on the go," said Öster.

Jumpstarting enterprises

Working with Intel means that Atea can offer its customers the latest technology, helping it to retain and gain more high-caliber clients. Atea customers benefit by being able to offer and support more efficient and extended mobile working, helping to boost productivity and create a better user experience.

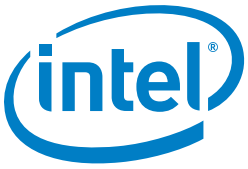
The extended battery life of Intel processor-based devices is crucial for mobile workers and allows collaborative working across offices and flexible working for longer periods. Reliable IT assures data security, which is particularly crucial for Atea's governmental customers.

Lessons Learned

Atea found the benefits of Intel® technology, particularly the extended battery life, are increasingly crucial for its customers, since mobile work is on the rise. Working closely with Intel to educate its customers about tablets in the workplace was a good learning experience for Atea. Customers were less familiar with the tablet form factor than Atea expected, so Atea is planning even more knowledge sharing.

Visit Intel's Technology Provider website at **www.inteltechnologyprovider.com**

Find the solution that's right for your organization. View **success stories from your peers**, explore **Intel's 2 in 1 content** and check out the **IT Center**, Intel's resource for the IT Industry.



0514/JNW/RLC/XX/PDF 330600-001EN