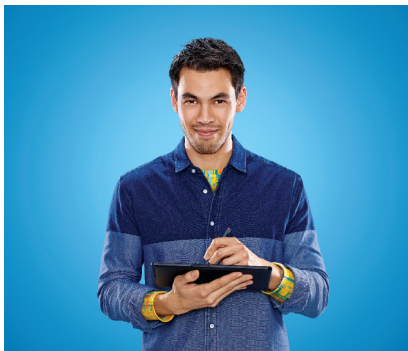


Look Inside.™

# Transforming sales with 2 in 1 devices

Intel and Computacenter present SherloCC\*, the interactive app to demystify business mobility in the contemporary workplace



“SherloCC\* demonstrates the power of Intel® technology-powered 2 in 1 devices. Customers gain first-hand experience of having a full-performance laptop and tablet in a single device. Our customers can really envisage how they would integrate the technology into their own computing environment.”

*Günter Kurth  
Mobility Solution Director,  
Computacenter Germany*

## Company

Computacenter is Europe's leading independent provider of IT infrastructure services, enabling users and their business. The company advises enterprise and corporate clients on their IT strategies, implements the most appropriate technology, optimizes its performance and manages IT infrastructure on its customers' behalf. Computacenter helps CIOs and IT departments maximize their productivity and secure the greatest business value from IT for both internal and external users.

## Challenge

One of Computacenter's core areas of business is helping its clients address the needs of the contemporary workplace. IT is changing fast, presenting organizations with a wide array of options. To help them make sense of these choices, Computacenter wanted to demonstrate the potential of business mobility in action by using 2 in 1 devices, tablets, and other touch-based devices in its sales process.

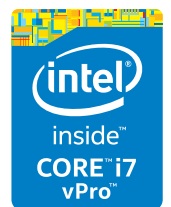
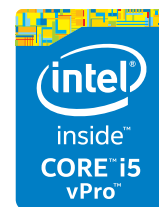
## Solution

With partial funding from Intel, Computacenter Germany developed a new sales app optimized for 2 in 1 devices and tablets running Microsoft Windows® 8 and powered by Intel® Core™ vPro™ processors. Known as SherloCC\*, the app makes interactive content available in a dynamic and engaging way, enabled by the Intel vPro platform's enhanced performance manageability and security capabilities. Because the app is synchronized with back-end systems, sales teams can demonstrate any current solution that suits their client's needs. Customers can also use the device themselves to input and adjust their own details and preferences and immediately compare suggested scenarios.

## Benefits

SherloCC transforms customers from passive consumers of data into active participants in the sales process. They gain hands-on experience of the technology, learning what it can do before making a purchase decision. It helps Computacenter's sales force showcase new technology in a more appealing way and demonstrates the company's complete service line more effectively. It also provides real-life examples of how information can be immediately accessed wherever they happen to be and how the latest technology can help them to be more agile and spontaneous. SherloCC will also help Computacenter identify broader trends among its customer base and adjust strategies and individual offerings accordingly.

Find the solution that's right for your organization. View [success stories from your peers](#), learn more about **2 in 1 for business** and check out the **IT Center**, Intel's resource for the IT Industry.



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