

# The Total Economic Impact of the Intel vPro® Platform: Spotlight On Midmarket Organizations

The Intel vPro® platform is the foundation of business-class laptops and desktops that are deployed to employees by their organizations. The Intel vPro platform features fast Intel® Core™ vPro® processors, built-in hardware-based security with Intel® Hardware Shield, advanced wireless capabilities, and fast data transfer with Thunderbolt™ technology. It also provides management features that midmarket IT departments can enable with management tools such as Intel® Active Management Technology (Intel® AMT) and Intel® Endpoint Management Assistant (Intel® EMA).

To better understand the benefits, costs, and risks associated with the Intel vPro platform, Intel commissioned Forrester Consulting to conduct a Total Economic Impact™ (TEI) study and examine the potential return on investment (ROI) businesses may realize by deploying [the Intel vPro platform](#). The full TEI study included interviews and survey responses that included representatives from organizations across the globe that have deployed the Intel vPro platform.<sup>1</sup>

This spotlight will focus on the considerations, priorities, and the value that the Intel vPro platform can enable for the desktop and laptop management of midmarket organizations (defined here as typically employing between 500 to 1,500 employees). Interviews and surveys were conducted with IT decision-makers (ITDMs) at midmarket organizations in Europe, North America, and Asia; these respondents represent a wide variety of industries such as technology services, financial services, education and/or nonprofits, and telecommunication services.<sup>2</sup>

## Midmarket ITDMs See Value In The Intel vPro Platform



**90%** reported PCs are more secure with the Intel vPro platform.



**99%** reported that the Intel vPro platform helped them to respond to employee needs more quickly after quarantine.

Included in the key results are annualized cost savings and benefits that a composite midmarket organization with 800 employees (and 800 PCs) might realize after full adoption of the Intel vPro platform. These figures are based on findings that are detailed in the full Total Economic Impact study and adjusted for factors such as number of employees and devices.

### INVESTMENT DRIVERS

Midmarket organizations highlighted the following drivers as being the most influential in their decisions to invest in the Intel vPro platform:



**READ THE FULL STUDY HERE**

## Key Results

Estimated annual benefits for a midmarket organization with 800 PCs adopting Intel vPro platform security and management tools and features:



- Annual avoided IT costs of **\$87,000**.
- Employee productivity benefits per year of **\$25,000**.



- Reduction of between **325 to 375** help desk management-related incidents per year.
- Reduction of between **150 to 250** security-related incidents per year.



- Reduction in ratio of IT resources to employees, from **1:200 to 1:230**.

- **More effective endpoint security.** Respondents from midmarket organizations ranked security as the most important factor in their decision to purchase and implement the Intel vPro platform, with 88% mentioning it as a “priority” or “top priority.” They emphasized how the Intel vPro platform can: reduce endpoint-security support tickets; take advantage of new hardware-based security features; and help improve their overall security position. Respondents identified that 77% of the total enabled security benefits were due to the adoption of the Intel vPro platform management and security tools and features.
- **Ensuring device performance.** Respondents ranked device performance as a key investment driver in the Intel vPro platform, with 88% reporting it as a “priority” or “top priority.”

Employees struggled to complete tasks with older devices.

- **Device stability.** The Intel vPro platform can help provide validation assurance and regular firmware updates and support, contributing to ongoing device stability. Eighty-five percent of respondents reported device stability as a “priority” or “top priority” in their decision to invest in the Intel vPro platform.
- **Ease of device patching and deployment.** More than other organizations, midmarket organizations prioritized patching and deployment as a key priority; 82% of respondents prioritized ease of device patching and deployment as a “priority” or “top priority” in their investment decision, compared to 74% at larger organizations. The Intel vPro platform can help manage patching and deployment to a distributed workforce while ensuring security, compliance, and stability.

## INTEL VPRO PLATFORM FEATURES

The Intel vPro platform includes not only high-performance Intel Core vPro processors, but also a number of added tools and features. With Intel Active Management Technology (Intel AMT) and Intel Endpoint Management Assistant (Intel EMA), IT managers and help desk representatives can use

**“We are extremely pleased that we are using computers with Intel vPro processors. Our efficiency has increased, we have fewer problems, and everything works better.”**

*IT manager, midmarket technology services in Poland*

advanced management tools, such as remote access to manage devices and resolve issues, even if a person isn't at the device or it is powered off.

The Intel® Stable IT Platform Program™ (Intel SIPP) helps ensure application and hardware driver compatibility, providing assurance that a new update will not lead to driver issues. Intel Hardware Shield mitigates the risk of firmware-level attacks to endpoint machines and provides advanced threat detection and application and data security.

**“Our main benefit is that the productivity and security that we have thanks to this equipment has been improved, which generates less lost productive hours.”**

*IT director, midmarket technology services in US*

## KEY RESULTS

Benefits enabled by the Intel vPro platform for midmarket organizations include reduced management and security support costs, improved employee productivity, and reduced IT resource costs.

**Reduction in support costs.** ITDMs from midmarket organizations that adopted the Intel vPro platform reported several areas of support cost reduction. For a midmarket organization of 800 employees, support cost savings are estimated to add up to a risk-adjusted average of \$46,000 per year, and they include:

- **Device management support cost savings.**  
When employees are provisioned with Intel vPro platform laptops and desktops, many help desk tasks can be avoided or resolved more quickly by leveraging tools such as Intel Active

**“Secure” or “very secure” response rate with the Intel vPro platform:**

**98%**



Management Technology (Intel AMT) and Intel Endpoint Management Assistant (Intel EMA). These tasks include quick password resets and the more labor-intensive driver and application compatibility troubleshooting, remote device and user management questions, and other issues. For example, help desk tickets which have received a level-2 escalation have been reduced by 4 percentage points compared to two years ago, and self-service resolutions have increased by a similar 4%.

For a midmarket organization with 800 employees and an average of 4,800 help desk incidents per year, the Intel vPro platform could provide a reduction of between 325 and 375 help desk incidents each year related to IT device management and support. Help desk costs of \$27 per hour would add up to an average of \$20,000 in annual cost savings.

- **Device security support cost savings.**  
Additionally, support tickets related to costly security issues such as malware, data security, and access rights can also be reduced with the Intel vPro platform.

Midmarket organizations reported greater security after adopting the Intel vPro platform. While 81% of respondents rated their organization as “relatively secure” or “very secure” two years ago, this amount increased to a 98% after investments made in the Intel vPro platform. Midmarket organizations also saw a shift in self-service contacts with a 2-percentage point increase today, compared to two years ago.

For a midmarket organization with 800 employees and an average of 4,800 help desk incidents per year, the Intel vPro platform could provide a reduction of between 150 and 250 help desk incidents each year related to device security and support. At a help desk cost of \$27 per hour, this would save an average of \$19,000 each year in reduced security-related help desk tickets.

- **Shift from higher severity support tickets to self-serve solutions.** Respondents from midmarket organizations found that their level 2 tickets fell from 25% of their total ticket volume to 21% after implementing the Intel vPro platform; this was specifically due to improvements in device management and security with the Intel vPro platform. A reduction in level-2 help desk tickets can also lead to a reduction in in-person visits from IT support. For a midmarket organization with 800 employees and approximately 4,800 help desk incidents each year, it is estimated that the Intel vPro platform can help eliminate 23 in-person support visits, saving an average of \$7,000 annually.

**“By increasing the equipment ratio of this processor, we were able to significantly improve the efficiency of PC management, deployment, and usage.”**

*IT support, midmarket education and nonprofit in Japan*

**Reduction in other IT costs.** Midmarket organizations can also reduce IT costs as a result of improved patching and imaging and additional IT efficiencies. For a midmarket organization of 800 employees, other IT cost savings are estimated to

Patch saturation rates after adopting the Intel vPro platform:

**90% to 95%**



add up to a risk-adjusted average of \$41,000 per year, and they include:

- **Reduction in patching and upgrade resource costs.** Respondents reported patch saturation rates of around 70% to 80%; that is, the success rate of patches installed by the time of the next patch cycle, usually 30 days. After adopting the Intel vPro platform with Intel SIPP, this saturation rate increased to 90% to 95%.

Avoided issues related to patch failures can reduce rework and improve security. Additionally, avoiding similar issues related to desktop imaging, for new and reimaged devices, can also save significant time.

For a midmarket organization with 800 total computers, each of which receive a monthly patch update, Intel vPro platform can help avoid 5% of imaging failures and 3% of monthly patch failures, each requiring remediation. This adds up to an average savings of \$20,000 annually.

- **Additional IT resource costs savings.** The Intel vPro platform, particularly technologies such as Intel Active Management Technology (Intel AMT) and Intel Endpoint Management Assistant (Intel EMA), enables efficiency in responding to audit, compliance, and reporting needs, planning for future endpoint improvements, supporting other team IT requests, and other day-to-day tasks.

After implementing the Intel vPro platform, respondents from surveyed and interviewed organizations identified a total reduction in IT

resource needs from a ratio of 1 to 200 to 1 to 230.

The Intel vPro platform can help a midmarket organization with 800 total employees and an IT team of four people shift an additional 8 hours per week to higher value tasks; that is, without counting the IT resource time savings that are already included in the patching, imaging, and deskside support savings. This adds up to an average savings of \$16,000 annually.

**“One of the greatest benefits that I notice when implementing computers with an Intel vPro processor is improving the performance of employees when performing tasks.”**

*IT manager, midmarket technology services in Mexico*

- **Savings from third-party software and services.** The majority (64%) of respondents from midmarket organizations that adopted the Intel vPro platform reported they either avoided or eliminated costs associated with third-party support; and 61% reported a reduction in third-party licensing costs.

With Intel Active Management Technology (Intel AMT), Intel Endpoint Management Assistant (Intel EMA), and other Intel vPro platform solutions, organizations can take advantage of Intel vPro technologies such as desktop management, remote power management, and remote access, instead of having to purchase additional solutions. These tools can also be integrated with existing management tools such as Microsoft System Center Configuration Manager (SCCM).

A midmarket organization with 800 total employees might save an average of \$5,000 per

**51% of midmarket organizations reported improved employee productivity after deploying the Intel vPro platform.**

year on reduced costs of third-party software and services.

**Employee productivity.** Midmarket organizations that adopted the Intel vPro platform reported increased employee effectiveness. For a midmarket organization with 800 employees, improvements to employee productivity add up to a risk-adjusted average of \$25,000 per year, and they include:

- **Fewer issues and delays due to hardware.** Forty-seven percent of respondents reported that their workforce experienced fewer issues and delays due to hardware with the deployment of the Intel vPro platform, resulting in improved employee productivity.

A midmarket organization with 800 employees, with 10% of those employees having been previously impacted by significant PC performance issues, might realize approximately \$25,000 in benefits per year from increased employee productivity.

**99% of midmarket ITDMs reported that the Intel vPro platform helped them to respond to employee needs more quickly after quarantine.**

- **Increased efficiency of power users.** Eighty-six percent of respondents reported that hardware improvements from the Intel vPro platform allowed their power users to get more done

quickly, such as working with large spreadsheets, graphics, or video files.

**Additional benefits.** In addition to reduced support and IT costs and increased employee productivity, respondents from midmarket organizations reported additional benefits of the Intel vPro platform they were not able to financially quantify:

- **Improved disaster and emergency response.** Two years ago, respondents reported that an

**90% of midmarket ITDMs reported that PCs are more secure with the Intel vPro platform.**



average of 36% of their workforce worked remotely. Today, that number is 59%, and it is expected to remain high at 53% a year from now. Out of the surveyed midmarket organizations,

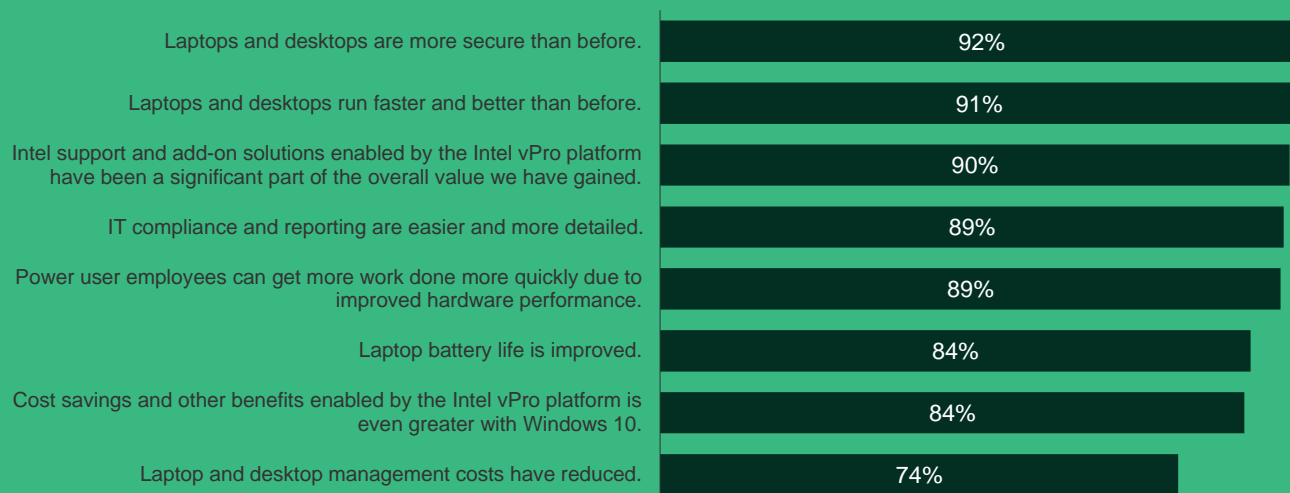
## TOTAL ECONOMIC IMPACT ANALYSIS

For more information, download the full study: “The Total Economic Impact™ Of The Intel vPro® Platform,” a commissioned study conducted by Forrester Consulting on behalf of Intel, January 2021.

### STUDY FINDINGS

This TEI study is based on interviews with representatives at six enterprise organizations plus 416 survey responses from midmarket and enterprise respondents worldwide all of which have purchased and deployed laptops and desktops powered by the Intel vPro platform. Aggregated results of Intel vPro platform investment priorities and key findings include those in the chart below. A three-year financial analysis was modeled, and it was based on a composite enterprise organization with 100,000 laptops and desktops. See the detailed results of the large enterprise composite organization in the [full study here](#).

**“Based on the tools and features associated with the Intel vPro platform, especially for your most recent purchases of laptops and desktops with Intel Core vPro processors, how much do you agree or disagree with the following statements?”**



Base: 416 worldwide ITDMs responsible for desktop management that responded “agree” or “strongly agree” to each statement  
Source: A commissioned study conducted by Forrester Consulting on behalf of Intel, January 2021

99% reported that the Intel vPro platform helped them to respond to employee needs more quickly after quarantine, meaning disaster response would have taken longer without the Intel vPro platform already in place.

- **Reduced security exposure.** Ninety percent of midmarket ITDMs reported that laptops and desktops in their organization are now more secure with adoption of the Intel vPro platform. These improvements help prevent costly security incidents such as malware and data breaches.

**Improved employee experience.** Fifty-one percent of respondents from midmarket firms that invested in the Intel vPro platform reported improved employee experience after integration. Productivity benefits enabled by the Intel vPro platform can impact employee focus, creativity, and engagement, which can drive lower rates of attrition.

# Appendix A: Endnotes

<sup>1</sup> [The full TEI study](#) is based on six interviews and 416 survey responses with representatives from organizations that have deployed the Intel vPro platform.

<sup>2</sup> This spotlight is based on the findings of the full TEI study commissioned by Intel, and includes two interviews with representatives from midmarket organizations. Survey results from the TEI study and additional custom research commissioned by Intel total 103 survey responses from worldwide IT decision-makers who have desktop management responsibility at firms that reported between 500 and 1,000 employees. Financial examples are scaled to a midmarket organization with 800 employees (and PC devices); benefits are based on the value enabled by the Intel vPro platform, including adopting tools and features like Intel Active Management Technology (Intel AMT), Intel EMA, and others. The organization is assumed to have purchased devices with the Intel vPro platform in previous years (with more than half already purchased by Year 1), but it had not adopted the Intel vPro platform device management capabilities before the start of this analysis.

## DISCLOSURES

The reader should be aware of the following:

- The study is commissioned by Intel and delivered by Forrester Consulting. It is not meant to be a competitive analysis.
- Forrester makes no assumptions as to the potential ROI that other organizations will receive. Forrester strongly advises that readers use their own estimates within the framework provided in the report to determine the appropriateness of an investment in the Intel vPro platform.
- Intel reviewed and provided feedback to Forrester. Forrester maintains editorial control over the study and its findings and does not accept changes to the study that contradict Forrester's findings or obscure the meaning.
- Intel provided the customer names for the interview(s) but did not participate in the interviews.

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## ABOUT TEI

Total Economic Impact™ (TEI) is a methodology developed by Forrester Research that enhances a company's technology decision-making processes and assists vendors in communicating the value proposition of their products and services to clients. The TEI methodology helps companies demonstrate, justify, and realize the tangible value of IT initiatives to both senior management and other key business stakeholders. The TEI methodology consists of four components to evaluate investment value: benefits, costs, risks, and flexibility.

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