



## Small Business Case Study

Wireless Business Solution

Intel® Xeon® processor technology

Size of Company: 1-25 employees



# Intel® keeps InfoTech's systems healthy

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### Case Summary

As the president of InfoTech Inc., a growing international company, Zorianna Hyworon needed to ensure that both she and her staff were constantly able to connect with their central office and clients around the world. InfoTech is a business that helps large corporations improve employee performance and assess the health risks of their workforce. To enhance service and stay in constant contact with clients, InfoTech chose wireless laptops powered by Intel® Centrino® mobile technology. With a network infrastructure that demands availability and scalability, InfoTech depends on servers that use Intel® processor technology including Dell PowerEdge servers\* with Intel® Xeon® processors.

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### Challenge

The challenge for InfoTech was providing broad levels of support to their international clients as they implemented and rolled out their Wellness Checkpoint\* solution. Corporations can use this solution to provide their staff with a focused health risk appraisal tool to enhance employee health and productivity. Wellness Checkpoint\* assists employers in making better corporate decisions regarding the business risks associated with, and the productivity loss related to health conditions and unhealthy lifestyle choices. With a global client base that includes DuPont, PPG Industries, CIBC, Vodafone, Proctor and Gamble, Bell Canada and NOVA Chemicals, InfoTech needed to ensure that its relatively small workforce had the tools necessary to be readily available from anywhere in the world.

"The percentage of time we spend interacting with clients, in person and electronically, is significant," says Hyworon. "When I'm out of the office, I need everything at my fingertips."

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**“[Battery life] is really important when you’re connecting on the road. When we upgraded all the laptops... we specifically chose Intel® Centrino®-based technology.”**

### **Solutions**

For Ms. Hyworon, purchasing wireless laptops powered by Intel® Centrino® mobile technology was the right answer to their need for instant availability of information and constant communications with clients. Her own laptop, a Dell Latitude X1\* with Intel® Centrino® mobile technology was chosen for its internal wireless capability, as well as being lightweight and perfect for overseas travel.

Ms. Hyworon has used wireless for a number of years and with the explosive growth in the company culminating in extensive travel, she knew that a wireless solution would work well for her small team.

“In the past five months, I’ve taken 14 trips, half of which were abroad, and my people have travelled about the same amount of time,” she says. “We need to be in regular contact with the office and our clients, so wireless works really well.” She notes that the company’s technical support staff also uses wireless laptops to support corporate systems remotely from anywhere in the world.

### **Key Advantages**

“The primary advantage to wireless is convenience,” says Ms. Hyworon. Whether logging into the corporate LAN from an airport lounge while waiting for a flight or while on the road to client meetings, being responsive and available to clients is the primary benefit.

“My people and I travel extensively,” she says, noting her home office is wireless and she chooses hotels specifically for the availability of

wireless in her room. “I know that the Frankfurt hotel where I stay has free wireless on the executive floor. When the day is finished overseas my work day at home begins.”

### **Connected On The Rail**

During a recent trip to Belgium and the Netherlands, Ms. Hyworon left The Hague by train, only to realize that she desperately needed to get an e-mail message out to a client.

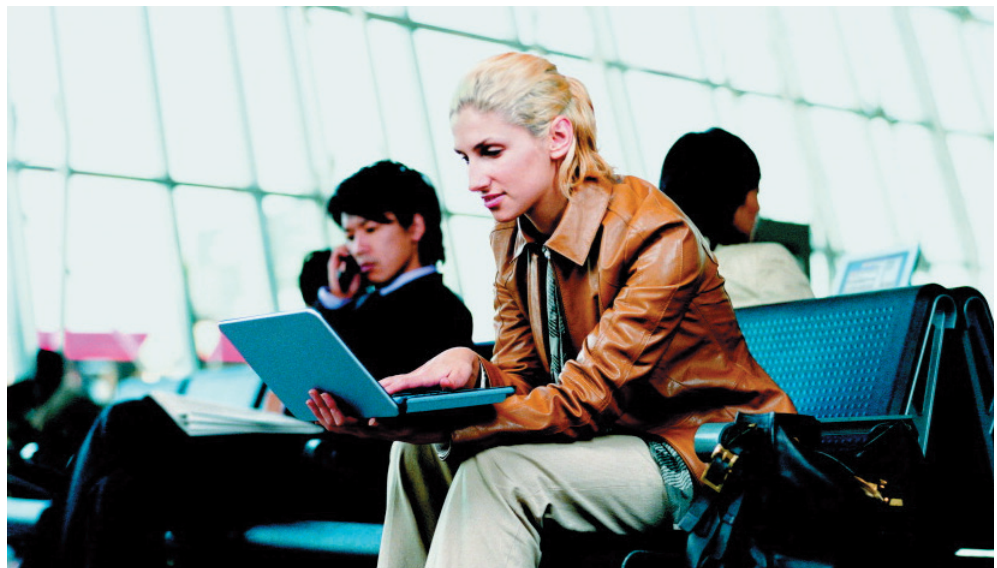
“When we pulled [into] the station at Antwerp, a message popped up on my laptop about an available network. I quickly connected, sent off the e-mail and logged off before we pulled out of range.”

Ms. Hyworon is seeing growth in the number of places she can connect and thinks that the availability of wireless service will only continue to grow.

In addition to the benefits of staying in touch, all of her executives have noticed and appreciated the increase in battery life in their new laptops with Intel® Centrino® mobile technology. “This is really important when you’re connecting on the road. When we upgraded all the laptops this year, we specifically chose Intel® Centrino®-based technology.”

### **Instant Response**

An additional benefit of complete wireless access to corporate systems has been their ability to intervene quickly when alerts pop up on the system. Ms. Hyworon was in Kiev when an alert appeared on her laptop. It was 2 a.m. in InfoTech’s Winnipeg head office, but using Voice over



Internet Protocol (VoIP) she was able to speak to an InfoTech support staff member on holiday in Italy. Speaking to him on his cell phone, she was able, using high-speed Internet access, to connect to a server in the hosting centre in Canada and resolve the alert issue immediately, before anyone at the head office was awake.

"This is not something I normally do," she admits, "but I was able to catch it at the beginning of the day in Europe and deal with the alert instantly."

### **Growing Server Demands**

With the expansion of services to their clients, as well as providing the Wellness Checkpoint\* solution in 12 different languages, the company's server requirements are increasing on a regular basis. Their servers are housed in a secure co-location facility where clients are either provided with a shared server or an independent server based on their requirements.

"Our server requirements are about to go through a quantum leap because we are adding more clients and more services," Ms. Hyworon notes, adding they are also seeing increased employee participation among existing clients. As well, they are providing an "early-warning" system to integrate with the delivery of disease management and lifestyle management services for U.S. employers concerned with managing the growing business costs of health care and health insurance. "We can identify employees at significantly higher risk before they develop disease conditions and channel them to support resources that can get them off the "fast track" to illness," she says. As the company grows, InfoTech continues to upgrade their network and server infrastructure to include a range of servers powered by Intel® Pentium® III, Pentium® 4 processor technology and the newer and faster servers using Intel® Xeon® processors."

With a commitment to provide clients with 24/7 access to the Wellness Checkpoint\* system, InfoTech needs to ensure high availability and reliability of the systems which is why they rely on Intel®-based technology.

### **Saving Money With VoIP**

With extensive international travel and training calls with clients around the globe, InfoTech uses VoIP to keep long distance costs in check.

"We have clients that, with the exception of Saturdays, have office hours 24 hours a day, six days a week because when Canada is shutting down for the day, the work day is beginning in Hong Kong. At any given moment, we might need to communicate with someone in Hong Kong and the next call might be someone in the UK," says Ms. Hyworon. "We use VoIP for all our international calls because it saves money and adds convenience for our clients."

Jeff Wach, Vice-President of Client and Product Support, regularly uses VoIP to conduct one-hour online training sessions with clients around the globe. "VoIP provides a cost-effective way of maintaining

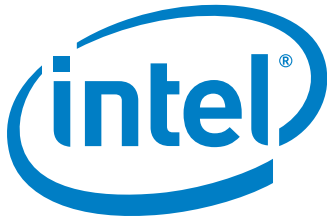
a personal presence with our clients, no matter where they are and where I happen to be, at a fraction of the cost of standard long distance services," he says.

### **Technology Key To Business**

Beyond the use of wireless, Ms. Hyworon states "we use technology in every part of our business from tracking, managing and recording client interactions to client support and training to search engine marketing."

With a staff of less than ten, Ms. Hyworon says they wouldn't be able to do business without technology that is especially expandable and agile.

"We tailor our technology to meet the needs of our clients – and to support our needs," explains Andrew Abbott, Vice-President of Sales and Marketing. Through Internet-centred marketing initiatives, Abbott is able to make InfoTech more visible to prospective clients anywhere in the world, respond to their inquiries and track their interests. "You could say it's smart technology because it adapts to changing and diverse needs. We wouldn't be able to attract and retain our 'blue chip' global client base without the smart use of technology."



### Future Uses

InfoTech will continue to enhance reporting features and new language options to provide their global clients with improved access to Wellness Checkpoint\* solution – around the globe, for all their international offices.

The growth in features, coupled with new clients, will mean further server upgrades in the future as well as adding more Dell PowerEdge servers\* with Intel® Xeon® processor technology as client demands continue to increase. Using market-leading technology such as Intel® processors, provides the reliability the company needs to uphold its client service level agreements.

Find out more about a business solution that is right for your company by contacting your Intel® representative, or visit the Intel® Business Enterprise Web site at [intel.ca/business](http://intel.ca/business) or its industry solutions specific sites at [intel.ca/business/bss/industry](http://intel.ca/business/bss/industry).



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