



Success Story
Intel® Software Partner Program
Manageability Focus



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- Maria Camila Gomez, Project Manager, Aranda Software

Challenge:

Get out front with unique desktop management capabilities without a lengthy, expensive development cycle.

Solution:

Miami, Florida-based Aranda Software joined the Intel® Software Partner Program to beat competitors to market with desktop management software that lets customers remotely control, troubleshoot, and repair PCs. Program membership helped Aranda cut its development time and costs by 50 percent and get an early-mover advantage in the competitive management software market.

Learn more:

www.intel.com/partner

Company Pioneers Advanced Desktop Management Capabilities in Latin America

Aranda Software joins the Intel® Software Partner Program to get a head start in incorporating Intel® Active Management Technology in its asset management software. Aranda was able to halve its development time and be first to market in its area with new desktop management capabilities.

Aranda Software is a respected leader in the Latin American IT infrastructure management market, but the large companies it serves expect it to stay out front. When Aranda learned of Intel® Active Management Technology (Intel® AMT) inside Intel® vPro™ processor technology, it was immediately interested in taking advantage of it—even though the technology was just reaching Latin America. Aranda joined the Intel® Software Partner Program to get a jump on competitors in integrating Intel AMT into its asset management software. With Intel's help, Aranda was able to halve its development time and costs, gain the critical first-mover advantage, get early customer pilots underway, and help customers minimize downtime and improve user productivity.

Gain the First-Mover Advantage

Alberto Lederman should rest easy, but he doesn't. As chief executive officer of Aranda Software, he heads a company that is a local market segment leader in IT infrastructure management solutions, with more than 650,000 Latin American desktop computers under its software's watchful eye. But large and small competitors are always after his customers. The pressure is constantly on to innovate, differentiate, and accelerate his products. The Miami, Florida-based firm has development offices in Bogota, Colombia, and sales offices in Guatemala, El Salvador, Colombia, Venezuela, Chile, Argentina, Mexico, and Brazil.

"Even though we are a leading-edge management technology provider in Latin America, the global leaders in systems management are in the U.S., so we benchmark ourselves against them," Lederman says. "Our customers expect us to be competitive with these leaders and to stay out front."

That's why Lederman was immediately interested in Intel® Active Management Technology (Intel® AMT) when he first learned of it in early 2006. Intel AMT is the management engine of Intel® vPro™ processor technology, which includes the Intel® Core™2 Duo processor with Intel silicon-based extras that not only enhance desktop manageability but desktop security and other aspects of business computing.



"Because our software uses Intel® AMT, we're able to help our customers take maximum advantage of their Intel® vPro™ processor technology-based PCs."

- Alberto Lederman, Chief Executive Officer, Aranda Software

"We loved Intel AMT, because it would give us the ability to enhance our asset management product with remote PC control and agentless functionality," Lederman says. "These were capabilities that we knew our customers wanted but we could not develop ourselves."

Maria Camila Gomez is a Bogota-based project manager for Aranda Software who helped evaluate Intel AMT and then incorporate it into Aranda's products. "With Intel AMT, our software can provide inventory and remote PC management features without having an agent installed in the machine we want to manage," she says. "Often, our customers want to take control of a machine that is turned off; using Intel AMT, they can not only take control of it but troubleshoot and often repair it."

"We want to follow the technology leaders."

By early 2007, Aranda was eager to begin incorporating Intel AMT into Aranda Asset Management and other products, but needed an Intel vPro processor technology-enabled development system to do so. These systems were in short supply in Latin America at the time, but Aranda wanted to get moving before its competitors did.

In spring of 2007, Aranda learned of the Intel® Software Partner Program, which helps independent software vendors enable their software for the latest Intel® processors and technologies and even market and sell their products. In April 2007, Aranda joined the program. "We read what other companies had done with the support of this program and saw that it would give us a lot of resources in understanding and implementing Intel AMT," Gomez says.

However, it was discouraging that so few Intel vPro processor technology-based platforms were in Latin America. "At one point, we asked ourselves if it was worth investing the time and resources to build an Intel AMT-capable module into our product if customers didn't even have Intel vPro processor technology-based platforms yet," Lederman says. "But we got a look at Intel product roadmaps and saw that manageability was aligned closely with Intel's multi-core plans. Because Intel is an industry leader, we wanted to align our plans with Intel's. Seeing Intel's roadmaps made us feel secure in making this investment. We want to follow the technology leaders."

Development Time Reduced by 50 Percent

Through the Intel Software Partner Program, Aranda was able to secure an Intel vPro processor technology-based platform for development. Aranda also obtained the Intel AMT Development Toolkit, code samples, development tools, and a wealth of technical resources and assistance. "We used the Intel Manageability Developer Community extensively," Gomez says. "The blogs were really helpful. They're written by Intel engineers who are working with Intel AMT every day. We submitted questions to the development community forum and got fast answers—always within a day."

Using the many development resources available through the Intel Software Partner Program accelerated Aranda's incorporation of Intel AMT by 50 percent. "Without these resources, I'm pretty sure that we would not have proceeded with the project in the first place," Gomez says. "We reduced our coding time by 50 percent, which not only sped our time-to-market but decreased our development expenses."

Help with Customer Pilots, Increased Visibility

Once Aranda enabled its asset management product to take advantage of Intel AMT, local Intel representatives got in touch with Aranda about piloting its software at customer installations. "Being a partner with Intel open doors for us," Lederman says. "It raises our company's profile in the market."

"The Intel Software Partner Program logo speaks loudly in the Latin American market," Gomez adds. "For our customers to see that we're an Intel partner program member is very important. Right now, many Latin American companies are making big investments in technology. Intel Software Partner Program membership puts us in a credible position to make recommendations to them and guide them to Intel vPro processor technology-based systems. We've been able to introduce Intel AMT-enabled software to the market before many of our competitors."

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- Maria Camila Gomez, Project Manager, Aranda Software

Customer Access to Latest Management Tools

Today, Aranda has most Intel AMT 2.0 features enabled in Aranda Asset Management through Aranda LOM (Lights Out Management) module. The next product up for Intel AMT enablement is Aranda Service Desk. Aranda works with several service providers that use Aranda Service Desk in regions where physical access to PCs is complicated by geographical conditions such as deserts, mountains, forests, and faraway locations. The addition of Intel AMT to Aranda Service Desk will enable service desk personnel to go beyond telephone support to take remote control of failed PCs, troubleshooting, and in some cases even repairing them remotely. "This is an extra capability that we'll be able to offer our customers free of charge," Lederman says.

Aranda's membership in the Intel Software Partner Program ultimately benefits customers, because having desktop computers with Intel AMT helps them minimize downtime and maximize user productivity. "Because our software uses Intel AMT, we're able to help our customers take maximum advantage of their Intel vPro processor technology-based PCs," Lederman says. "Our alliance with Intel assures our customers that whenever Intel launches a new processor technology, we'll be there to bring software solutions to market quickly that take advantage of them."

About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



Intel® Active Management Technology requires the computer system to have an Intel® AMT-enabled chipset, network hardware and software, as well as connection with a power source and a corporate network connection. Setup requires configuration by the purchaser and may require scripting with the management console or further integration into existing security frameworks to enable certain functionality. It may also require modifications of implementation of new business processes. For more information, see www.intel.com/technology/platform-technology/intel-amt/.

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