

Case Study

Retail
Intel vPro® Platform



Remote Management Technology Helps Global Retailer Improve Efficiency, Security, and Performance



HCLTech

Executive Summary

HCLTech, a \$12 billion global managed service provider, handles a giant dispersed fleet of point-of-sale (POS) devices and back-office computers for one of the world's largest fashion retailers, headquartered in Europe. Sending technicians for onsite device onboarding and management was highly inefficient, and both HCLTech and their client needed a better path. Uptime, security, and data protection are non-negotiable for the busy retailer. HCLTech and the retailer decided to deploy devices powered by the Intel vPro® platform to take advantage of its out-of-band remote management capabilities and security features.

Introduction

In today's competitive retail environment, seamless service is a key differentiator. Customers expect an easy, convenient experience in stores and a well-functioning point-of-sale system is key to delivering that service, from prompt transactions to inventory checks. At the same time, it's critical to protect customer data and adhere to strict regulations such as the General Data Protection Regulation (GDPR). For a company with stores on six continents and in every European country, disparate POS systems and a lag time in service calls cause big headaches on both fronts.

Challenge: Stepping Up Remote Management for Disparate POS Devices

To support thousands of devices across stores in more than 75 countries and markets worldwide, HCLTech support often had to travel long distances to address issues onsite. Even remote work, while more efficient for HCLTech, could cause downtime, which was a no-go for the retailer. Key challenges also included:

- **A heterogeneous environment:** Stores were using POS and other back-office devices with different hardware configurations and software platforms that required specialized expertise and tools to ensure compatibility and interoperability.
- **Sensitive customer information:** Security was a top priority as the client's systems manage protected customer and financial information, such as payment card data. All data needed to be safeguarded during remote access and transmission.

- **GDPR, PCI-DSS, and other regulations:** The retailer needed its devices to align with the GDPR and the global Payment Card Industry Data Security Standard (PCI-DSS), among other regulations.
- **Costly downtime:** The retailer faced sales-impacting downtime when HCLTech installed software updates, patches, and security enhancements, as well as when techs would troubleshoot and resolve issues.
- **Optimized performance:** The company requires fast, performative machines to manage critical functions like POS transactions, inventory management, and sales analytics.

Addressing these challenges required devices that could support robust remote management to ensure smooth operations and enhance overall business performance for the retailer and to bring better efficiency to HCLTech.

COMPANY

Global fashion and design retailer

Household name brand with more than 75 years of success across the world



LOCATION

Headquartered in Northern Europe with more than 4,000 stores located on six continents

NET SALES

\$22B (2023)



NUMBER OF EMPLOYEES

More than 140,000



MANAGED SERVICE PROVIDER

HCLTech, a global technology services provider with more than 225,000 employees across 60 countries

Solution: HCLTech Deployment of Intel vPro

To achieve sustainable remote management while meeting performance and security requirements, HCLTech and Intel collaborated on a successful proof-of-concept project for the fashion giant, showcasing sustainable remote management technology that also met performance and security requirements. This led to a worldwide Intel® Endpoint Management Assistant (EMA) activation project involving more than 11,000 Intel vPro devices, which helped HCLTech and the retailer meet their critical needs. The key features they are leveraging include:

- **Intel EMA**, which allows the HCLTech User Support Team to manage Intel® Active Management Technology remotely and securely beyond the firewall via the cloud or known Wi-Fi networks—enabling the team to remotely diagnose, repair, and update devices even when devices are powered off or unresponsive
- **Intel® Hardware Shield's** hardware-based security features that safeguard endpoints against malware, rootkits, and other cyber threats
- **Intel® Trusted Execution Technology (TXT)** that provides hardware-based root of trust for verifying system integrity
- **Intel® Threat Detection Technology (TDT)** for better proactive, real-time threat detection and response, including Accelerated Memory Scanning and Advanced Platform Telemetry
- **Remote configuration and provisioning**, which allowed the HCLTech User Support team to deploy, configure, and manage devices at scale without requiring physical access
- **Fast and reliable computing performance** supported by the ability of Intel vPro to dynamically adjust processor speed based on workload demands
- **Cost and operational efficiencies** gained by proactive remote maintenance capabilities

Results: Reduced TCO and Improved IT Service

Over the course of several months, HCLTech deployed thousands of new devices for the retailer. With remote management supported by Intel vPro, HCLTech and its client:

- **Reduced the total cost of ownership (TCO)** via reducing onsite support visits and minimizing downtime
- **Improved servicing speed**, as the HCLTech User Support Team can now quickly identify and address technical issues without the need for physical access to devices
- **Reduced downtime** as HCLTech can remotely manage, update, and troubleshoot devices, even when they're unresponsive or powered off for the night
- **Reduced operational overhead** for HCLTech with centralized remote management capabilities.
- **Improved performance and reliability of devices**, enabling HCLTech to deliver higher quality service to the retail leader

HCLTech anticipates more benefits down the line, including reduced ticket counts due to the proactive threat detection capabilities of Intel vPro technology. The company also plans to integrate Intel EMA with digital employee experience management tools for the retailer to enhance end-user productivity by reducing downtime and faster issue resolution.

Learn more about Intel vPro at [Intel.com/vPro](https://www.intel.com/vPro).



NOTICES AND DISCLAIMERS

Intel technologies may require enabled hardware, software, or service activation.

All versions of the Intel vPro® platform require an eligible Intel processor, a supported operating system, Intel LAN and/or WLAN silicon, firmware enhancements, and other hardware and software necessary to deliver the manageability use cases, security features, system performance and stability that define the platform. See [intel.com/performance-vpro](https://www.intel.com/performance-vpro) for details.

Intel® Active Management Technology (Intel® AMT) requires a network connection; must be a known network for Wi-Fi out-of-band management. Results may vary by use, configuration, and other factors. Learn more at [intel.com/vPro](https://www.intel.com/vPro).

No product or component can be absolutely secure.

Your costs and results may vary.

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