

# masterIT Delivers Complete IT Outsourcing for Small and Medium Businesses

## Making Technology a Strategic Tool Rather than a Distraction

As chief operating officer of CB Richard Ellis Memphis LLC (a CB Richard Ellis partner company), Mary Sharp knew that her company had to change the way they were managing their information technology. As the leading provider of commercial property sales, leasing, and management services in the growing Memphis region, the firm is dependent on effective technology to serve their customers. "We're a transaction-based business operating on short-term contracts," she explains. "We have to earn and keep our customers' trust every day by helping them run their businesses more efficiently." Over time, their dependency on technology tools has continued to grow:

- Their accounting function has to integrate data across multiple sites and generate real-time reports.
- Marketing activities are increasingly paperless, relying on e-mail and online tools.
- Critical communications between brokers are heavily dependent on reliable connectivity.
- More than a dozen remote offices must be seamlessly connected to the central network.

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**Gary Wiseman**  
President, masterIT

By July 2006, the company had clearly outgrown their old approach. "We had an IT staff of one full-time person," Sharp explains. "With one person, your skill set is far too limited and the day-to-day problems consume you. There was zero ability to think strategically about our IT needs. We made the decision to address IT services with a more proactive, progressive solution."

## Turning a Problem into an Asset

The company turned to masterIT, a leading provider of outsourced IT services, to solve their current problems and gain a strategic road-map for tomorrow. "More and more small- and medium-sized firms understand how critical their IT is to their business today and to their competitiveness tomorrow," explains Michael Drake, CEO of masterIT. "At the same time, they understand first hand that managing their IT themselves can be a major distraction from running their business."

masterIT takes an innovative approach to the management of IT and telecom services for small and medium businesses in the southeast U.S. by providing the entire IT function for them. "For a fixed fee, we deliver an 'enterprise level' of IT service for smaller businesses," says



Drake, "that puts the right infrastructure in place, keeps it working with very few disruptions, and grows it carefully as the client's needs and challenges change."

As with any potential client, masterIT started with an in-depth audit of CB Richard Ellis Memphis' IT infrastructure, processes, and costs. On the basis of such an audit, masterIT can give clients a solid estimate of the overall cost savings they should expect. "On average, we save clients 20% on their IT budgets while improving service," notes Gary Wiseman, president of masterIT, "and it can be as high as 50%." Per their standard practice, masterIT offered to buy the company's IT hardware infrastructure outright. "We're proposing to take complete responsibility for the client's IT, so it makes sense that we own it," Wiseman says. "We call this **IT-as-a-Utility**™ and we believe it is the future of how companies will do information technology." He also notes that the hardware typically makes up only 20% of a typical IT budget.

masterIT's analysis and benchmarking showed CB Richard Ellis Memphis significant opportunities in three areas:

- Substantial cost savings and service improvements within day-to-day IT functions.
- Resolution of problems in critical areas, including poor broker connectivity, unreliable data backups, and aging infrastructure elements that were costing too much.
- Greatly improved ability to plan and budget for new or improved IT capabilities going forward.

Excited about the possible improvements to their business, CB Richard Ellis Memphis engaged in a fixed-fee contract with masterIT and sold them their infrastructure at the end of 2006.



## Using Advanced Tools To Deliver Advanced Services

One of the key elements of masterIT's cost effectiveness is their ability to comprehensively monitor and manage the IT infrastructure *remotely*, thus reducing costly unscheduled service visits. They do this by using advanced management software and Dell OptiPlex\* 755 PCs based on Intel® vPro™ processor technology. Weisman observes, "We believe that vPro-based PCs are quickly becoming the business standard because of both the lower total cost of ownership and the increased ability to support our clients' businesses." The advanced capabilities of Intel vPro processor technology give CB Richard Ellis Memphis the energy-efficient PC performance it needs to run demanding business applications while at the same time enabling masterIT to deliver better PC management with greater efficiency and cost effectiveness. From CB Richard Ellis Memphis' perspective, this brings a number of significant advantages.

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**Michael Drake**  
CEO, masterIT

**Lower total cost and better IT support.** Complete IT management from masterIT brings CB Richard Ellis Memphis a much broader set of skills and resources (resulting in better outcomes) and utilizes economies of scale (resulting in lower overall costs). "We now have a whole bench of players and a broad and deep skill base managing

## IT Outsourcing by masterIT Benefits at a Glance

### The Problem:

- Managing your own IT functions can be a major distraction from running your business.
- Downtime means lost business and productivity – every time.

### The masterIT Solution:

- masterIT takes complete responsibility for your IT, letting you focus on business.
- An enterprise level of IT service for a fixed monthly fee.
- Substantial cost savings: average IT cost savings of 20%, going as high as 50%.
- Significantly reduced downtime keeps you in business.
- Industry-leading services – both day-to-day and strategic – from a broad team of IT specialists.
- Discovery and resolution of IT bottlenecks that slow your business.

our IT," says Sharp, "including an 8-5 helpdesk, around-the-clock monitoring, and engineers on-site when we need them." With PCs based on Intel vPro processor technology as the foundation, masterIT delivers a consistent, reliable platform that lets the company focus on satisfying customers and growing sales. "We've also gained financial stability, in that we know what are costs are," notes Penelope Springer, chief financial officer for CB Richard Ellis Memphis.

*"We made the decision to address IT services with a more proactive, progressive solution."*

**Mary Sharp**  
Chief Operating Officer, CB Richard Ellis Memphis

**Greater reliability and uptime that minimizes business interruptions.** Using the advances of Intel vPro processor technology, masterIT can monitor and manage CB Richard Ellis Memphis' PCs around the clock, 7 days a week, even if the PCs are off or their operating system is disabled. masterIT can proactively watch for many developing problems and intervene before they negatively impact the end user's workflow (or the entire business). When problems do arise, they can often be fixed remotely, without the cost and delay of a field service call and without interrupting the end user. According to Matt Enos, director of marketing for CB Richard Ellis Memphis, "We're experiencing virtually no unplanned downtime, which lets our sales force focus on selling

and leasing assets.” In addition, masterIT can update software after hours, even if PCs are turned off for the night. This means CB Richard Ellis Memphis’ employees spend less time with PC problems and routine interruptions – and more time delivering value to customers.

**Proactive security that protects business and critical business data.** In an environment where threats from viruses and malicious software are ever-increasing, Intel vPro processor technology enables masterIT to *proactively* protect CB Richard Ellis Memphis. masterIT can constantly monitor the PCs to ensure that critical security software is in place and up to date, without bothering the end user.

*“We now have a whole bench of players and a broad and deep skill base managing our IT.”*

**Mary Sharp**  
Chief Operating Officer, CB Richard Ellis Memphis

**The performance to deliver new and improved business capabilities.** Technology evolves at a rapid pace, and as CB Richard Ellis Memphis evaluates new tools – such as their recently adopted voice over Internet protocol (VoIP) phone system and highly customized reports for clients – their Intel vPro processor technology-based PCs have the performance to deliver these demanding applications seamlessly. The included Intel® Core™2 Duo processors deliver 40% greater performance than previous-generation processors while also delivering excellent energy efficiency.<sup>1</sup>

### **Strategic Capabilities That Maximize Effectiveness and Prepare for Tomorrow**

Apart from the day-to-day improvements that masterIT has delivered for CB Richard Ellis Memphis, the strategic benefits are just as important. Just prior to engaging masterIT, the company had established a Technology Committee, comprised of the CFO, the director of marketing, and two property managers, in order to guide the firm’s technology decisions with increased input from across the company. masterIT was so impressed with this approach that they’ve adopted it as their own practice. “For each of our clients, we now require that they establish a technology committee of at least two persons,” says masterIT’s Drake. This enables very high value communication and team work – both *with* the client and *within* the client – leading to better technology decisions. “We meet monthly with each client’s technology committee, and this is central to the value we provide,” explains Drake. In these meetings, masterIT delivers comprehensive reporting on usage trends, services delivered, and remediation performance. In addition to tracking the client’s true IT cost structure, this extensive data helps masterIT recommend strategic IT upgrades and deliver more accurate IT budgeting input.

### **What Is Intel® vPro™ processor technology?**

- Hardware-based capabilities that allow secure, remote access to the PC virtually anytime for maintenance, updates, and upgrades, and for diagnostics, repair, and remediation – even if PC power is off, the OS is unresponsive, management agents are missing, or hardware (such as a hard drive) has failed.
- Industry-leading performance through the Intel® Core™2 Duo processor, which is optimized for multitasking and next-generation software so that virus scans and other tasks can run in the background without bogging down user applications in the foreground.
- Ready for Microsoft Windows Vista\* including support for 64-bit applications<sup>2</sup> and the performance required for this intensive, multithreaded operating system.

“masterIT provides us with a strategic CIO function that we need,” says Sharp. This includes recommendations on short-term improvements, setting of long-term goals, and a strategic IT vision. “For example, standardizing our mobile devices was a huge productivity boost,” she notes. “And with masterIT, we have developed a more efficient backup solution and a disaster plan.” masterIT’s management of the IT function is comprehensive and forward looking.

### **Lower Cost and Better Business Support**

masterIT’s engagement with CB Richard Ellis Memphis is an example of how their comprehensive outsourced IT service can give businesses a competitive advantage. “There are two things we exist for,” Wiseman notes. “To reduce the total cost of IT and to eliminate the operational headache of IT. The Intel vPro processor technology-based solution increases our ability to do both.” In terms of cost, the proof is in the numbers: CB Richard Ellis Memphis has reduced their total cash IT costs by 15%. When the productivity gains from reduced downtime are monetized, the total savings are more than 45%. In terms of business capability, CB Richard Ellis Memphis can now view their technology tools as a strategic asset rather than a distraction. “masterIT’s services have changed how we collaborate internally and how well we can share information with our customers,” says Sharp. “We’re looking forward to connecting more remote sites and adding additional capabilities that can build our business – and help us stay focused on serving our customers.”

## For More Information

For more information on the benefits of Intel vPro processor technology for small and medium business, visit <http://msp.intel.com>

For more information on masterIT, visit [www.master-it.com](http://www.master-it.com)

For more information on CB Richard Ellis Memphis, visit [www.cbre.com/memphis](http://www.cbre.com/memphis)

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Solution provided by:



<sup>1</sup> As measured by SPEC<sup>®</sup>CPU2006 comparing latest generation Intel<sup>®</sup> Core<sup>™</sup>2 Duo Processor T7700 and T7100 with a comparable frequency single-core Intel<sup>®</sup> Pentium<sup>®</sup> M processor. Actual performance may vary. See <http://www.intel.com/performance/mobile/benchmarks.htm> for important additional information.

<sup>2</sup> 64-bit computing on Intel<sup>®</sup> architecture requires a computer system with a processor, chipset, BIOS, operating system, device drivers, and applications enabled for Intel<sup>®</sup> 64 architecture. Processors will not operate (including 32-bit operation) without an Intel 64 architecture-enabled BIOS. Performance will vary depending on your hardware and software configurations. Consult with your system vendor for more information.

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