



# ROI Analysis

Intel® Core™2 Processor with vPro™ Technology  
Consumer Industries - Beverage

## Molson Coors Brews Up Increased Business Efficiency and Enhanced System Defense with Intel® vPro™ Technology

Molson Coors Brewing Company<sup>1</sup> is one of the world's largest brewers with an output of over 41 million barrels per year. It brews, markets, and sells a portfolio of leading premium quality brands such as Coors Light, Molson Canadian, Molson Dry, Carling, Coors, and Keystone Light in North America, Europe, and Asia.

### ROI investigation

Molson Coors Brewing Company (MCBC) recently conducted a proof-of-concept pilot using PCs with Intel® Core™2 Duo processors<sup>2</sup> with Intel® Standard Manageability, which is built into PCs with Intel® vPro™ technology.<sup>3</sup> Based upon the success of the pilot, MCBC made a strategic decision to convert 4,011 desktop and 3,840 notebook systems to PCs with Intel® management technology over the next 3 years.<sup>4</sup> MCBC concluded that the Intel management capabilities can deliver the greatest results in improved asset management and patch management. Furthermore, MCBC can realize improved end-user productivity, power savings and expanded security with System Defense.

MCBC's IT support team manages a distributed workplace environment consisting of over a dozen locations in the United States, Canada and the United Kingdom. Currently, MCBC uses Microsoft SMS\* and manual methods to manage approximately 82% of their active workplace assets. With Intel Standard Manageability, it is estimated that the IT Support team could **now actively manage 95%<sup>5</sup> of their assets – an increase of over 1,000<sup>6</sup> PCs** – simply by identifying machines that in the past were powered off, had inactive management agents, or were not identifiable as managed assets. This improved asset management provides MCBC a more accurate and timely view of their total physical, contractual, and financial responsibilities within their workplace environment.

An additional benefit of using Intel vPro technology is the ability to significantly reduce end-user downtime when a PC problem occurs. Utilizing the Integrated Device Electronics Redirection (IDE-R) capability, remote diagnosis and remediation techniques inherent in Intel Standard Manageability, MCBC can more rapidly respond and resolve hardware and software issues – **reducing affected end-user downtime by an estimated 50%.<sup>7</sup>**

MCBC is committed to manufacturing and packaging its products with care for the environment. Energy represents a significant part of their cost structure and is the source of most of their carbon emissions. MCBC's business strategy calls for continually seeking cost-effective improvements in their operations that result in more efficient use of energy.<sup>8</sup> In support of their conservation efforts, MCBC looks to Intel vPro technology to enable power management across their 4,011 desktop systems. With a proactive power management plan in place, MCBC can expect **a significant power savings of \$261,216 over 3 years.**

MCBC's investigation also demonstrated that using Intel Standard Manageability provides built-in System Defense features that can seamlessly integrate an additional layer of endpoint and network security. The System Defense policies which can be applied out of band, allow the isolation of a PC connected to the corporate network in a timely manner. This is important for protecting corporate assets in case of employee turnover or when a PC exhibits suspicious behavior.

### Key findings from ROI analysis

- **Total ROI of 120% over 3 years with a break-even point in 21 months** by deploying PCs with Intel® vPro™ technology.
- **Productivity gain of \$92,961 based on a 50% reduction in end-user downtime by Year 3** through remote response and resolution using Intel vPro technology.
- **Projected savings of \$261,216 or 52% in power costs over 3 years** by simply turning off PCs with Intel vPro technology when not in use.

## Positive ROI results

Based on pilot results, MCBC is moving forward with a complete refresh and deployment of Intel vPro technology-enabled devices across Canada to be completed by the end of 2008.

With a total **ROI of 120%**<sup>9</sup> over 3 years and a **break-even point in 21 months**, MCBC is looking to brew significant business efficiencies through improved asset management, end-user productivity and power savings, while delivering advanced security measures with System Defense.

**Table 1. Results of ROI investigation**

Use case	When upgrading to PCs with Intel® vPro™ technology				Estimated savings with 100% Intel® vPro™ technology
	Year 0	Year 1	Year 2	Year 3	
	100 PCs	2,517 PCs	2,617 PCs	2,617 PCs	
PC procurements (desktop and notebook)	\$1,295	\$1,295	\$1,295	\$1,295	Constant ticket volume; Project 50% reduction in response + resolution time for each new system
Hardware and software trouble tickets	7,734	6,445	5,156	3,867	
Response and resolution time (hours)	0	645	1,289	1,934	Productivity gain based on burdened employee cost of \$50,000
Productivity gain (hours) (50% non-effective)	\$0	\$15,493	\$30,987	\$46,480	
kWhr used by desktops	2,793,634	2,084,579	1,375,524	666,468	Over 4.2 million kWhr saved
Power costs (non-vPro PC) (desktop only)	\$157,561	\$157,561	\$157,561	\$185,497	
Power costs (with vPro PC) (desktop only) <sup>11</sup>		\$117,570	\$77,580	\$44,253	
Annual energy savings <sup>12</sup>		\$39,991	\$79,981	\$141,244	Cumulative 3-year savings: \$261,216
Percent energy savings		25%	51%	76%	
Overall savings		\$55,484	\$110,968	\$187,724	Break-even in 21 months
Total costs <sup>13</sup>	(\$161,133)				
Total savings	\$354,177				
Net savings	\$193,043				
Net Present Value (NPV)	\$129,788				
Return on Investment (ROI) <sup>9</sup>	120%				

<sup>1</sup> Molson Coors Brewing Company, including its affiliates, joint ventures and subsidiaries.

<sup>2</sup> PCs with Intel® Core™2 processor with vPro™ technology include powerful Intel® Active Management Technology (Intel® AMT). Intel AMT 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. With regard to notebooks, Intel AMT may not be available or certain capabilities may be limited over a host OS-based VPN or when connecting wirelessly, on battery power, sleeping, hibernating or powered off. For more information, see [www.intel.com/technology/platform-technology/intel-amt/](http://www.intel.com/technology/platform-technology/intel-amt/).

<sup>3</sup> Nothing contained herein shall constitute an endorsement by MCBC of Intel's products or services.

<sup>4</sup> All content related to Molson Coors Brewing Company (MCBC) was provided by the MCBC IT staff, obtained from the MCBC public web site, or the internet.

<sup>5</sup> Projection based on number of "In Use" assets in the MCBC repository. Each asset must be directly connected to the MCBC network to be managed.

<sup>6</sup> Calculation is based on 100% patch penetration to managed systems.

<sup>7</sup> Estimated end user productivity gain calculated based on 50% productivity when system is down and a 50% reduction in response and resolution time.

<sup>8</sup> Details of MCBC environmental responsibilities can be found at [www.molsoncoors.com/responsibility/environmental-responsibility/initiatives](http://www.molsoncoors.com/responsibility/environmental-responsibility/initiatives).

<sup>9</sup> Return on investment (ROI) calculations are based on the company's annual refresh rate for PCs, and calculated based on the difference between the company's typical PC and a PC with Intel® vPro™ technology. Costs for PCs purchased over and above the typical annual refresh rate are based on the full cost of the additional PCs with Intel® vPro™ technology.

<sup>10</sup> Information worker with an average burdened rate of \$50,000.

<sup>11</sup> Assumptions for Power Savings include MCBC's need for a Power plan.

<sup>12</sup> Power savings is based on 4,011 desktops only. Laptops are excluded due to their built-in power efficiency. Power costs are referenced in Form EIA-826 Database Monthly Electric Utility Sales and Revenue Data at [www.eia.doe.gov/cneaff/electricity/page/eia826.html](http://www.eia.doe.gov/cneaff/electricity/page/eia826.html).

<sup>13</sup> Total costs include a one-time deployment cost and incremental cost for Intel® vPro™ technology over three years.

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