



## Reed Sinopharm Exhibitions Builds Highly Cost-Effective IT Environment

"With Intel® Core™ 2 processors and through upgrading to Windows 7, the productivity of our IT staff is improved and IT cost is reduced. Windows 7 provides data protection for PCs and removable storage devices and provides key backup and recovery. The BitLocker encryption technology has been extended to USB storage devices. Windows 7 provides easy and flexible ways for IT staff to configure which applications are allowed to run on desktops. It can manage unauthorized software effectively. Furthermore, the Intel® vPro™ technology enhances the control of computers."

Wang Daquan  
Assistant Director, IT Dept.  
Reed Sinopharm Exhibitions Co. Ltd.

### Success Story

Intel® Core™2 processor with vPro™ technology  
Microsoft System Center Configuration Manager 2007 (SCCM)  
Microsoft Windows7 Exhibition Industry

### Challenges

Nowadays, the performance of IT resources greatly affects the IT cost of enterprises. Advanced hardware platforms and software systems will help customers achieve effective resource management and high productivity.

As the largest event organizer in the pharmaceutical and healthcare industries and a member of UFI, Reed Sinopharm Exhibitions Co., Ltd. (Reed Sinopharm) manages many exhibition projects covering the entire supply chain of the pharmaceutical and healthcare industries. The expansion of the enterprise poses more demanding requirements for efficient management of IT resources.

Currently, Reed Sinopharm has 180 terminals and 10 servers, as the enterprise is continuously expanding, the number of IT equipments is also increasing. However, the company lacks IT staff to handle the huge daily maintenance workload, and not every machine can be updated and maintained promptly, which slows down service responses and problems are often not resolved quickly. To lower maintenance pressure for IT staff and maintenance cost, and achieve high-quality and highly cost-effective IT management, the higher management of Reed Sinopharm decides to upgrade their existing equipments.

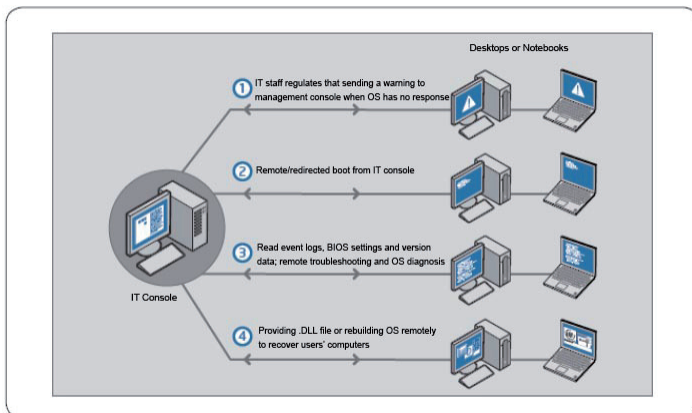
### Solution

To meet their requirements for performance, security and manageability, after comprehensive investigation and comparison, the technical department of Reed Sinopharm finally decides to configure their 180 computer terminals with Intel® Core™ 2 processors and upgrade their systems to Windows 7. After running for some time, it is proved that the combination of Intel® vPro™ technology and Windows 7 has greatly improved the productivity of IT staff, reduced IT cost and enhanced business data security.



- The power-saving technology built into the PCs with Intel® Core™ 2 processors and the power management features of Windows 7 can largely reduce energy cost, so the combination of Intel® vPro™ technology and Windows 7 will effectively drive down your TCO and increase your investment returns.
- Intel® Core™ microarchitecture delivers faster processing speed. Intel Advanced Smart Cache increases the capability of each core to access data from faster and more efficient cache subsystem. Compared with last generation of processors, the throughput in accessing data in the cache has also been greatly improved.
- Emails, websites and many internal and external resources might cause vulnerabilities for attacks, but with Intel® vPro™ technology IT staff can filter threats, isolate PCs and send warnings automatically based on IT policies.
- The combination of Intel® Core™ 2 processors with vPro™ technology and Windows 7 can support many manageability features, improve automation and productivity, provide flexible management control and meanwhile reduce TCO. These manageability enhancements will finally increase the investment returns of enterprises.

In this deployment plan, Intel® Core™ 2 processors with vPro™ technology are combined with many features of Microsoft System Center Configuration Manager 2007 SP1 (SCCM), such as Asset Intelligence, so that authorized technical staff can access important system information stored in protected permanent storage (not on hard drives), which improves system asset discovery and stock account and allows technical staff to conveniently control and manage IT resources of the company so as to effectively protect hardware assets of the company.



## Benefits

By deploying the computer upgrading plan, Reed Sinopharm achieved their goals. Their productivity and security have been improved and the energy consumption has been largely reduced. When talking about the differences before and after upgrading, Wang Daquan, Assistant Director of the IT Dept. of Reed Sinopharm, said, "With Intel® Core™ 2 processors and by upgrading to Windows 7, the productivity of our IT staff is improved and IT cost is reduced. Now PowerShell can help us finish repeated and complex management tasks automatically, which simplifies our work and reduces manpower cost. Besides, simple and convenient troubleshooting methods also reduced calls to IT staff, which cut down the total operation cost of the IT department."

- Improved work efficiency: The deployment of Intel® Core™ 2 processors and Windows 7 system improved daily productivity of IT staff and streamlined the work, thus speeding up the response to problems and allowing IT staff to invest more time in more important work.
- Reduced energy cost: The power-saving technology of Intel® vPro™ technology and the power management features of Windows 7 largely reduced the energy consumption of IT equipments in Reed Sinopharm, reducing their IT operation cost.
- Enhanced security: With Intel® vPro™ technology's secure and encrypted power-up capability, its filter and warning mechanisms, the IT staff of Reed Sinopharm can get ready to system update at anytime and mitigate the threats from various viruses and malware.
- Increased manageability: Windows 7 provides technical staff with flexible maintenance methods. Now, they can manage applications running on desktops conveniently and easily, and the encryption process is easier.

## About Reed Sinopharm

Reed Sinopharm Exhibitions Co., Ltd., the largest event organizer in the pharmaceutical and healthcare industries in China, is a joint venture between Sinopharm, the largest state owned pharmaceutical group in China, and Reed Exhibitions, the world's leading event organizer. Their professional services attract many leading companies in the industry and research institutions as well as professionals to participate in over 10 professional exhibitions and conferences organized every year. The brand events staged under the flag of the company have become the most effective business platforms for pharmaceutical and healthcare companies to exchange information and expand market.

