



Case Study

Intel® Core™ i7
vPro™ Processors

Windows* 7 Professional
BuzzBee

BuzzBee Plays Big with All New Intel® Core™ i7 Processors and Windows* 7 Professional

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“Windows 7 has really cool features, but it’s the speed and reliability that have knocked everyone’s socks off, especially when combined with the Intel Core i7 processors. Applications launch and close more quickly. Laptop hibernation and restoration is more efficient. Connectivity is a snap. And most importantly, we haven’t had a single crash.”

*– Jason Omens, IT Manager,
BuzzBee*

As a marketing consulting firm, BuzzBee recognizes the importance of being technologically current in their own day to day operations. To capably support their customers whom are the titans of the technology industry, BuzzBee is constantly working to stay ahead of the computing curve. BuzzBee has a singular mission – to help guide companies to take innovative products and services to market successfully and thus this requires savvy computing internally.

“Our clients are leading technology companies,” said Michele Bourdon Keeffe, CEO and Founder of BuzzBee. “We can’t lag behind them from a technology standpoint, and oftentimes we’re ahead of them.”

This means new hardware systems for BuzzBee’s 24-person staff every two years on average, and core software updates within six months after a major launch. While the rationale might be different among the firm’s executives and IT personnel, the choice of upgrade has been consistent: industry-standard laptops and workstations with the latest Intel® Core™ processors and Windows* software.

For Keeffe, it’s all about trust.

“When it comes to running a small business, there are so many things to worry about and question,” she explained. “With the most recent Intel processors and Windows software, I don’t have to worry about our systems going down and the resulting business impact. They are trusted brands that continue to innovate, which gives tremendous peace of mind.”



Upgrading to Windows 7 Professional and Intel Core i7 processors

BuzzBee deployed Windows 7 Professional before its release in 2009. According to Omens, the implementation was faster and easier than expected, even though the firm was using pre-existing laptops and workstations.

"Upgrading to Windows 7 was a breeze," said Omens. "The install was twice as fast as I anticipated, only taking a few minutes total on each machine. And the software works well on older systems, which has enabled an incremental hardware upgrade on our typical 24-month cycle."

As part of that cycle, the firm is now making the transition to laptops and workstations that feature Intel Core i7 processors. Systems powered by the 2010 Intel Core processor family and Windows 7 Professional provide the capability to increase PC responsiveness and safeguard data, delivering greater business productivity.

"Those that are getting the new laptops with Intel Core i7 processors are thrilled," Keefe quipped of the iterative deployment. "Those that have to wait are jealous."

"If our laptops and workstations go down, our business comes to a screeching halt. Technology is absolutely integral to our daily operations, and Intel Core i7 processor-based systems with Windows 7 Professional have been rock solid."

– Michele Bourdon Keefe, CEO and Founder, BuzzBee

Leaning on speed and reliability

Omens recently conducted a survey of BuzzBee employees to gauge their satisfaction and comfort level with the new technology. While the staff has been delighted with the latest bells and whistles, he found them to be even more excited about the sheer performance and stability of their systems.

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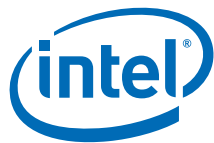
Laptops and PCs powered by the Intel Core processor family and Windows 7 Professional give small businesses like BuzzBee a solid performance foundation along with application compatibility and enhanced security. According to Keefe, the speed, reliability and flexibility of their new systems are nothing less than mission critical.

"Our phones went down last week, and we kept working without a hitch," said Keefe. "But if our laptops and workstations go down, our business comes to a screeching halt. Technology is absolutely integral to our daily operations, and Intel Core i7 processor-based systems with Windows 7 Professional have been rock solid."

For More Information

For more information about Intel Core processors, visit www.intelalliance.com/microsoft communities.intel.com/community/openportit/vproexpert

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