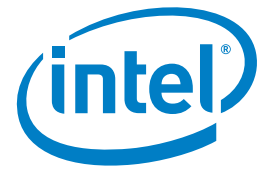


## CASE STUDY

Intel® Core™ Processor-Based Ultrabook™  
Intel® Solid-State Drives

Mobility in the Enterprise  
Financial Services



# Aviva boosts productivity with Ultrabook™ devices

Leading insurer uses Intel® technology and Windows\* 8 to explore opportunities to enhance user experience and keep IT team in control

One of the leading providers of life and general insurance in Europe, Aviva offers insurance, savings and investment products to around 43 million customers. Based in the UK, the company employs 36,600 people and is ranked as a top six insurer in all its European market segments.



"It's exciting, since these devices potentially offer opportunities to enable us to work in new ways to be more productive. The key point is that whatever we use combines an operating system that works well in the enterprise environment, with the right level of processing power, and fully supports backwards compatibility."

Justin Pascoe  
Global Architect  
Aviva

## CHALLENGES

- **Lose weight.** Give mobile workers the performance they need from their devices without sacrificing portability
- **Boost productivity.** Enable busy employees – including executive management – to create, consume and share the same content from one device, across locations
- **Stay stylish.** Meet increasing demand from user groups to support more modern form factors and tablet devices

## SOLUTIONS

- **Mixed form factors.** Aviva trialed two types of device: an Ultrabook™ and a Fujitsu Q702\* tablet
- **Enterprise-wide standard.** Both devices were powered by Intel® Core™ i5 processors and run the Windows 8 operating system
- **Simpler management.** New devices can be administered through existing Microsoft controls and security processes such as Domain Join\*

## IMPACT

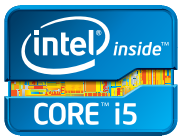
- **User-specific IT.** Future access to a corporate app store and choice of devices will mean users can better tailor their mobile computing tools to their roles
- **No more duplication.** Being able to use a single enterprise-ready and supported device means users no longer have to sync content from tablets or save multiple file types
- **Consume and create.** New devices make it easy for users to create new content – from programming to writing presentations – as well as to consume it

## Seeking the mobile answer

As one of the most successful and financially strong insurers in the UK, Aviva IT is careful about ensuring it has the right tools and processes in place to maintain its leading position. With multiple business groups and employees within the organization carrying out a variety of functions, there is no one-size-fits-all solution. Each sector of the business is different, and has its own requirements when it comes to the "ideal" computing device.

For example, Justin Pascoe, global architect, Aviva, has to work in multiple locations while working on IT projects. "I'm usually just running standard Microsoft Office\* applications," he says, "but for about 15 percent of my time, I work on complex technical development projects with specialized applications that require much more computing capability than is needed for simply editing or drafting a standard Word\* document. In these situations, I have to make sure I've got the right device with me to manage the more heavy-lifting processes, which means I need to cart about a large laptop even when I'm not doing development. This can be both frustrating and tiring."

Another user group with very particular demands is the senior management. Like many executives, this group wants to use a light, stylish, mobile computing device when attending meetings and working from home.



## Leading UK insurer boosts efficiency and keeps executives looking stylish with tablets and Ultrabooks™ based on Intel® technology and Microsoft Windows

“The problem with most of the devices that our executives (and some salespeople as well) brought in to use was that they ran on different operating systems from the rest of our IT environment, which uses Microsoft Windows,” explains Pascoe. “They couldn’t fully sync the work they did on their devices with our systems, and they invariably needed to create as well as consume content. This wasn’t easy and produced formats that couldn’t easily be consumed without conversion. This created huge duplication of effort for our busy executives.”

### Getting the solution right

“What we needed was an enterprise-ready tablet or mobile computing device that ran on a compatible operating system and offered both a high level of processing power, as well as seamless integration with our existing IT solutions,” says Pascoe. The team was eager to trial an Ultrabook and a Fujitsu Q702 tablet, both powered by Intel Core i5 processors and running Windows 8. The team evaluated the two devices against a number of requirements from business users across the organization, including:

- Support for existing business applications and standard document types
- Compatibility with the existing Microsoft Windows XP and Windows 7 environment, with its security and manageability standards
- Full portability to enable users to take their full desktop and Microsoft Office functionality with them wherever they go
- Productivity enhancements, such as enabling employees to use a stylus to more easily create, as well as consume, content from a tablet



### A smoother user experience

Testers’ initial responses to the devices were positive. “We tried it with Microsoft Office 2013, which is designed for a touch-enabled interface, and users found it surprisingly intuitive,” Pascoe recalls. The IT team also found that the Intel® Solid-State Drives (Intel® SSDs) within the devices enabled a fast response time for all programs, while the Intel Core i5 processor meant the devices delivered the same level of computing performance as a laptop computer. “I could use the tablet to run Microsoft Visual Studio\* while on the move and it worked fine. A great improvement on having to carry a hefty laptop about,” he adds.

The devices also addressed the organization’s security requirements, since they connected seamlessly to Microsoft Domain Join\* through the Windows interface. At the same time, compatibility with external hardware such as USB sticks, local printers and styluses meant the devices could bring an added level of flexibility to the user experience without compromising security.

### Great potential

Pascoe and his team have already started looking at what Intel technology-based tablets and Ultrabooks running Windows could offer Aviva’s computing environment and emerging workplace strategy. They are planning to investigate the opportunity of piloting a corporate app store that will enable users to download applications tailored to their device and role, to make everyday tasks even more efficient and productive – for example, by taking advantage of touchscreen functionality. “We’ve had to do this a bit already to accommodate the tablets our executives and salespeople have brought to work with them, but it will be much easier with a Windows-based environment since we’ll be programming the applications using a language we already use for Web production,” explains Pascoe.

The team hopes to create an IT policy where users can receive a device that best fits their

### Lessons Learned

By testing mobile computing devices based on Windows 8 and Intel Core i5 processors, Aviva has identified the possibility for a new computing model for the organization. It would look to take advantage of the productivity, security and efficiency benefits that can be achieved through the use of a mixture of devices and applications, tailored for each user group. One size does not fit all, but the right approach can build in the flexibility needed to keep all sectors of the business happy.

job role and the applications they use. Pascoe says: “We’re rolling out Windows 7 to our desktop PCs at the moment, so we could keep this environment and have Windows 8-based tablets running alongside them. This would work well, since the applications that run on Windows 7 will also run on Windows 8, so we can keep consistency, eliminate duplication of effort and document versions, and let staff use a device that makes them as productive as possible.”

### The perfect mix

Following the commercial launch of Windows 8, Aviva plans to assess the impact of Intel technology-powered tablets across its varied user base, including executives, engineers, surveyors, IT architects and salespeople. “We’re looking forward to seeing what sorts of devices will be offered to the marketplace, since we envision needing a mixture of form factors to suit different user groups. It’s exciting, since they will probably enable new work modes, applications and other things we don’t know about today,” concludes Pascoe. “The key point for us is that whatever we use combines an operating system that works so well in the enterprise environment without comprising processing power.”

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