



Success Brief

Predictive Enterprise

Mobile Intel® GME965 Express Chipset

Cross Sector Solutions
Digital Database (Server Platforms)



Breaking New Ground

Fujian Centerm Information Co., Ltd rises above the competition with Intel® technology-enabled thin clients

In today's competitive enterprise environment, businesses are constantly looking for avenues to stretch existing computing budgets and simplify system administrative challenges.

In response to these demands, China-based Fujian Centerm Information Co., Ltd (Centerm) has been delivering thin client computing solutions for its numerous clients for nearly a decade.

Recently, Centerm tapped on embedded Intel® architecture to produce thin clients capable of being remotely managed from a central console and achieved a product breakthrough that can only spell more good news for its valued customers.

"We project that the deployment of Mobile Intel® GME965 Express chipset with customized iAMT capabilities will improve Centerm's business by 10 percent!"

Dr. Zhang Hui
Product Director
Fujian Centerm Information Co., Ltd.

Challenge

- **React to market demands.** Centerm's customers, who consist of 40 percent banks, typically deploy a large number of thin clients. Over time, the cost of up-keeping thin clients without remote management capabilities has been proving significant.
- **Deliver better ROI.** Centerm needs to not only deliver better return on investment (ROI) but also lower upkeep costs for its customers.

Solution

- **Deploy Mobile Intel® GME965 Express chipset for embedded computing.** Mobile Intel GME965 Express chipset offers features that specifically address key requirements of embedded computing designs such as thin clients, allowing Centerm to design more efficient systems.
- **Tap on customized iAMT¹ features.** Mobile Intel GME965 Express chipset come with customized iAMT capabilities that address performance, manageability, and data protection issues, giving Centerm thin clients greater deployment and ROI latitude.

Impact

- **Heightened customers' satisfaction.** Centerm reports greater customer satisfaction with its products and services post-deployment.
- **Greater customer take-up rate.** With its Mobile Intel GME965 Express chipset deployment, Centerm now projects a business growth of 10 percent over the next financial year.

Mobile Intel® GME965 Express chipset with customized iAMT features deliver all-round greater value for Centerm and its customers.

According to Centerm's project director Dr. Zhang Hui, the company has constantly been searching for advanced computing technology to boost the capabilities of its thin client solutions.

"At Centerm, we pride ourselves on constant innovation through technology advances that respond adequately to market demands," says Zhang.

"Having sensed that the market is actively opening up to remote management capabilities as part of overall measures to keep IT budgets in check, we moved quickly to source for technologies that will allow our thin client solutions to respond to this trend," he adds.

And the answer to Centerm's Predictive Enterprise strategy came in the form of Intel technology.

Post-deployment, Centerm's thin clients will be powered by the Mobile Intel GME965 Express chipset for embedded computing.

Featuring excellent flexibility with enhanced graphics and increased I/O bandwidth over previous Intel chipsets, as well as remote asset management capabilities and improved storage speed and reliability, Mobile Intel GME965 Express chipset delivers an impressive platform that helps embedded equipment manufacturers such as Centerm deploy more responsive, high-performance, low-power systems for interactive clients in a wide variety of industries.

Centerm further makes use of customized iAMT features in Mobile Intel GME965 Express chipsets to design thin clients that make it easier for IT administrator to manage, update, and maintain employee computer systems from a centralized location.

"Mobile Intel® GME965 Express chipset with customized iAMT capabilities effectively eliminate the need for service calls while limiting on-site maintenance. With Centerm thin client solution, our customers are now free from infrastructure maintenance and can focus more on strategic matters that move their business forward," says Zhang.

Indeed, Centerm's Mobile Intel GME965 Express chipset deployment has been projected to yield numerous Predictive Enterprise benefits for the company as well:

- **Security and Manageability:** Customized iAMT features allow Centerm to design thin clients that come with remote management capabilities, fulfilling customer demands for easily serviceable systems that improve ROI and lower maintenance costs.
- **Energy Efficiency, Environment and Performance:** Mobile Intel GME965 Express chipset come with 533/800 MHz front-side bus and up to 4GB of 667 Mhz Dual-Channel DDR2 SODIMM system memory for the most demanding requirements in enterprise-class thin client computing. Together with PCI Express external graphics support and Intel® GMA X3100 capabilities, this provides unparalleled power and connectivity for efficient enterprise computing.

All these advantages combine to form the fundamentals for an advanced embedded computer system that can only serve to benefit both Centerm and its customers in the long run.

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Spotlight: Fujian Centerm Information Co., Ltd.

- Fujian Centerm Information Co., Ltd was founded in 2002 as one of the pioneering companies engaged in the research and development, manufacturing and sale of thin clients in China.
- Over the years, Centerm has since grown from strength to strength to become the leading provider of back-end integrated systems, including thin clients, intelligent payment devices and application software.
- Centerm's extensive customer base ranges from companies in the finance, telecom, tax, power electric, transportation, customs and education industries to government organizations.
- In 2006, Centerm was named the #1 thin client brand in China by CCID Consulting* in its investigation report "The review and prospect of Thin Client in China in 2006."
- As of 2008, Centerm has been the top brand of thin clients in the mainland Chinese market share for nine years and continues to maintain its market share of up to 31 percent.

** Source: Fujian Centerm Information Co., Ltd.

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¹PCs with Intel® vPro™ technology include Intel® Active Management Technology (Intel® AMT). Intel AMT requires the computer to have an Intel AMT-enabled chipset, network hardware and software, connection with a power source, and a network connection.

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