

Selling Together: ConnectWise and Intel® Endpoint Management Assistant



Use these sales tips to show the value of Intel® EMA, a software feature of the Intel® Active Management Technology that helps extend the power of ConnectWise.

MSP pain point: Lack of onsite access

Nearly everyone is working from home, which means MSPs have more sites to manage that are outside the company firewall. They need tools that enable them to quickly and cost-effectively serve end users without intruding on their personal space.

Tell MSPs:

With Intel® EMA and ConnectWise Automate, you can easily connect to devices inside or outside the firewall—even when devices are powered off. A software feature of the Intel vPro® platform, Intel EMA makes it easier to use Intel® Active Management Technology (Intel® AMT) to connect to remotely monitor, restore, upgrade, and help protect devices both inside and outside firewalls. There's no need to gain onsite access to clients' homes, which means less travel time, fewer interruptions to end users, and greater client satisfaction.

"Remote access is huge. The ability to remotely turn on a computer and access it with Intel Active Management Technology is huge for our productivity. It saves us time and money."

— John Gibson, Founder & CEO, Just Right

MSP pain point: Security for remote workers

Security is always top-of-mind, especially with more employees working from home. MSPs that provided additional security benefits for office networks now need to give clients peace of mind for all their work-at-home scenarios.

Tell MSPs:

ConnectWise Automate makes it easy to configure Windows patch management fast with out-of-the-box policies for Microsoft and third-party software. And now you don't have to chase the last 10% of patches on hard-to-detect systems.

With Intel AMT and Intel EMA, you can remotely monitor and help protect systems that are off or outside the network—and reduce time to patch saturation by 66%.¹

"If we have a failed patch, we're able to remotely diagnose the problem with the system as opposed to needing the client to read the error for us. Being able to take care of software issues such as blue screens without having to roll a truck is a big help to us."

— Matt Lucas, NOC Manager, CBE IT Solutions

MSP pain point: Increased customer demand

A lot of businesses are worried right now, and that means more questions and more service requests for MSPs. It's difficult to continue providing a high level of service, especially when MSPs have more endpoints to manage in more places.

Tell MSPs:

ConnectWise and Intel EMA can help you automate more, so you can manage more with less work. ConnectWise Automate helps technicians solve in-the-moment issues faster without extra clicks. Couple that with Intel EMA's Client Initiated Remote Access, and technicians can solve problems over the cloud, on devices both inside and outside the corporate firewall. That includes not only PCs but also IoT devices like digital billboards.

"We've found ConnectWise to be innovative, and the best part of using ConnectWise is the number of integrations available compared to other RMMs. They do automation better than anyone else in the field. As our business grows, we want to automate and streamline as much as we can, and ConnectWise has laid good groundwork for that."

— Ahmed Sharaf, Chief Executive Officer, XBAND Enterprises, Inc.

¹ Based on testing results by Just Right, July 2019.

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