Copaco MAPs out the future of Intel vPro® Activation by signing BIG deal in Benelux

COPACO + MAP
The future of Intel vPro® Activation in Benelux

Distributor Copaco becomes first distributor in Benelux to offer channel partners Intel vPro® activation using a cloud based **Managed Application Platform (MAP)** by inking agreement with Madrid based SaaS supplier, the 297 Cloud Company, a part of the **BNZSA Investment Group (BIG)**.

Madrid September 17th , 2024

Developed to provide the ability to offer smart remote management and enhanced security for on premise and remote workers, Intel's vPro® platform technology offers IT managers significant time and cost savings for fleet management.

But not all companies have the specific knowledge or resources to successfully activate **Intel vPro® technology** and unlock its full potential.

This is why SaaS company, the **297 Cloud Platform**, in collaboration with Intel, has developed **MAP**, a SaaS solution that makes it easy to: activate Intel vPro® across an organisation, save costs, and accelerate deployment for businesses of all sizes.

And because IT managers can manage endpoints remotely by using MAP and Intel vPro® regardless of their state e.g crashed, standby, powered down, organisations are offered the ability to recover faster in cases of severe outage as recently witnessed with the recent **CrowdStrike incident**.

Technology Director at the 297 Cloud Platform, **Marc Beckers** said: "With the CrowdStrike incident, the PC boot failed and companies all over the world got a Blue Screen of Death.

"In such a case, alternative modern management tools cannot connect to the device, however using MAP with Intel vPro® is able to connect to the device because the connection is done in that case by MAP at the firmware level of the PC, mitigating the downtime and accelerating the recovery time." Beckers said.

And because IT managers don't have to worry about setting up instances of Intel **Endpoint Management Assistance (EMA)** servers or be in front of every device to recover it, there are opportunity cost savings of choosing to use MAP for Intel vPro® activation that doesn't divert scarce and expensive IT resources away from high value strategic work.

Image from the Intel Website

Johan Olberding, CEO of the 297 Cloud Platform, said: "MAP opens up Intel vPro® technology to companies that it has previously been closed to.
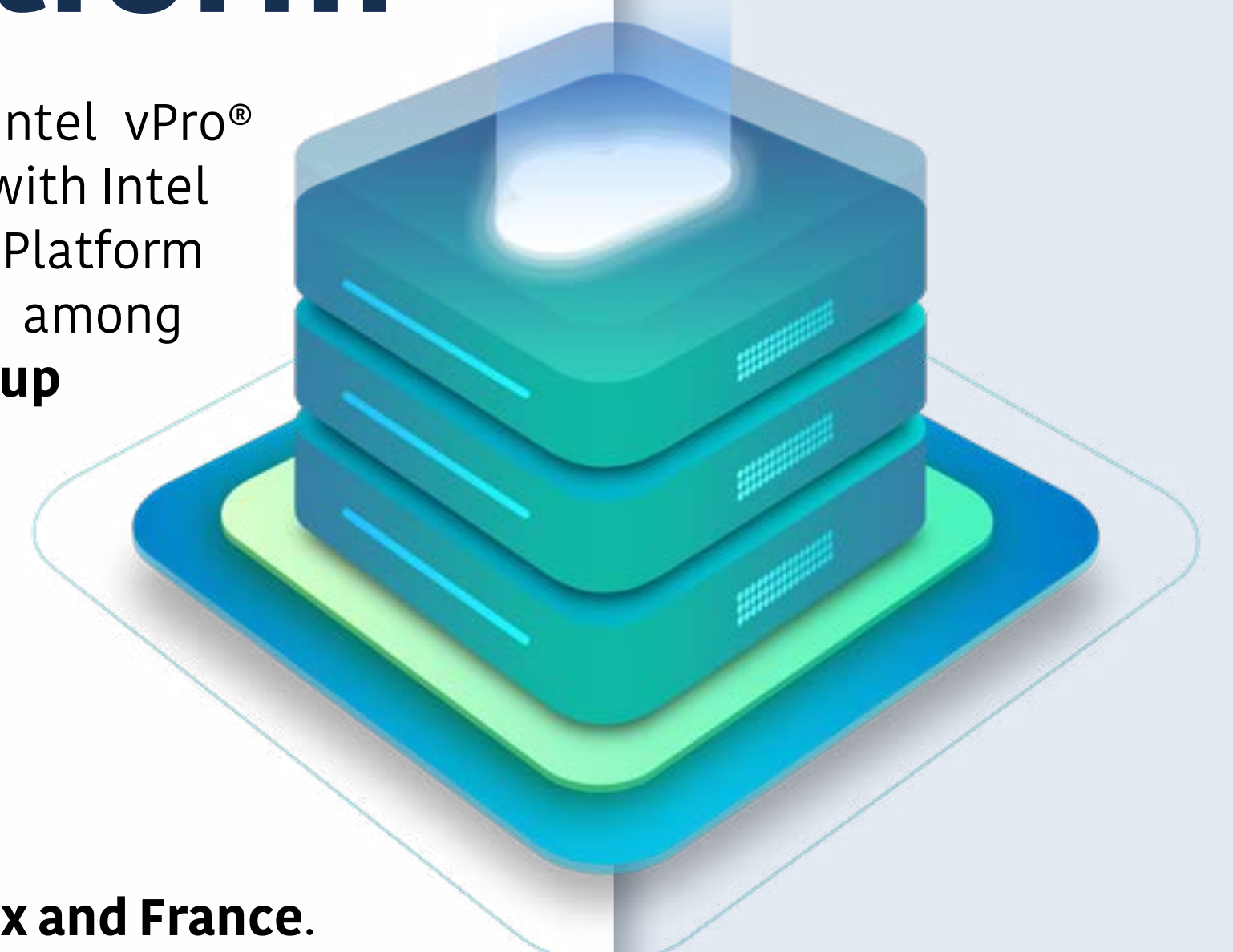
We have used our accumulated experience, often in large enterprises, to find a compact solution using Intel Active Management Technology (AMT) and Intel Endpoint Management Assistance (EMA) to provide stable performance, strong security, and convenient remote management, leading to significant cost savings on IT management."

Speaking about the impact of the collaboration on the market, **Andre van Haren**, Manager Volume Categories at **Copaco** said:

"For Copaco's resellers, there are plenty of opportunities to have this Intel vPro® technology activated, either by themselves or by their customers through the use of MAP. The Intel MAP team understands that it can be complicated and time-consuming to activate this at scale. To experience the benefits of Intel vPro® technology hands-on, our resellers can offer their customers a free proof of concept, with MAP activating the Intel vPro® technology."

About the 297 Cloud Platform

Management Application Platform (MAP) is a cloud-based specialist Intel vPro® activation platform developed by the 297 Cloud Company in collaboration with Intel and is involved in Intel vPro® activations around the world. The 297 Cloud Platform consists of employees who have worked with Oracle and Intel products among others. The 297 Cloud Platform is part of the **BNZSA Investment Group (BIG)** set of companies and **is based in Madrid, Spain**. BIG invests from its own resources and is fully privately owned. For more information, please visit **mappcmanager.com**

About Copaco

Copaco N.V. is a distributor of information technology (IT) in the Benelux and France. With approximately 500 employees, it supplies hardware, software, consumer electronics, accessories and industrial equipment. In addition, a broad portfolio of services are offered in the areas of server, storage, mobility, logistic fulfillment and cloud services. For more information, visit **copaco.com**