

# ERGO Italia Penetrates New Market Segment with Intel Tablet Device

## ERGO Italia penetrates key segment of transportation market with Intel-powered ERGO IDAR-100

Ergo Italia S.p.A is one of the top three Italian Local Original Equipment Mangers in Italy. As a market leader in managed product and service solutions, ERGO helps organizations to achieve their wider business or learning objectives. Blending consultancy, hardware manufacturing, software design and managed services, Ergo prides itself on producing the right fit for their customers' unique needs, thus they develop the innovative, future-proof infrastructure services an organization requires to get the most out of IT.



"We turned to Intel to help us use our strengths and engage a prospect in an targeted growth sector—transportation. Intel helped us tailor a customized-solution that exceeded our expectations and led to increased ROI, customer satisfaction and new business leads."

*Alfredo Manzo  
CEO, ERGO Italia*

### CHALLENGES

- **Penetrate New Market Segments.** Penetrate and successfully compete in government segments such as transportation.
- **Compete Successfully with Multi-Nationals.** Use agility, network, knowledge of ecosystem and alliance with Intel to compete in a market often overshadowed by large multi-nationals able to price aggressively on mainstream products.
- **Meet Unique Customer Needs.** Meet the needs of a potential taxi-consortium customer not satisfied with its existing technology used for booking, security and communications—needs that could not be met with mainstream options.

### SOLUTIONS

- **Tablet Form Factor.** ERGO provided its taxi-consortium client with a customized solution achievable as a result of an Intel, Atom-chip-powered, portable Tablet device that easily mounts to taxi dashboards and drastically improves booking, communications and security.
- **Windows OS.** Intel technology capability that supports Windows 7 allowed ERGO to satisfy its client's preferred OS. Intel technology plus Windows OS provided the most protected and stable platform on the market.
- **Connectivity.** HSDPA and wireless network connectivity enabled efficient communication and increased passenger and driver security.

### IMPACT

- **Customer satisfaction.** ERGO's client, Taxi Tevere, has improved booking efficiency and objectivity, improved driver and passenger safety, enhanced internal communications, and improved customer service. After implementing the tablet solution, it noted a 20% business increase and achieved a 90% customer satisfaction rating.
- **Sales Boon.** Within weeks of initiation, ERGO Italias had already sold 500 units.
- **Lead Generation.** ERGO entered an internally targeted market segment—government transportation—and the overwhelming project success quickly generated several new business leads.

### An Agile Force in Technology Solutions

ERGO Italia S.p.A. provides B2B and B2C information and communication technology, mobile technology and point-of-sale customer solutions. For twenty years, ERGO customers have benefitted from personalized, timely, and advanced hardware solutions from this top tier Italian computer OEM.

# Intel Technology helps ERGO Italia optimize business efficiency and employee security

The Italian government transportation market has been historically dominated by large multi-national companies, often able to aggressively out-price smaller competitors. ERGO set a strategic course to leverage its agility, its wide network with ODM's and its deep knowledge of the ecosystem to penetrate this market. "At ERGO, we constantly seek to identify users' needs which have not been met by standard solutions," explained ERGO Purchasing Manager, Loredana Toti. "Often inspiration for new ideas comes directly from the observation of users' behavior." The concept for a customized tablet solution emanated from ERGO's analysis of Taxi Tevere, a taxi consortium dissatisfied with its existing business technology.

## Unique Customer Needs

Taxi Tevere's radio-operator-based booking system was inefficient and allowed for discretionary treatment of customers who were not always served on a first-come, first-served basis. Drivers needed more effective methods to communicate with each other and with the call center. Working alone in their vehicles, drivers faced security risks. Standard product solutions could not address all these company needs and were generally not safe or applicable for use in automobiles.

Working with Intel, ERGO imagined a solution unique to vehicles that could be used safely while driving in the highly trafficked streets of Rome—one that was flexible

and user-friendly. Intel introduced ERGO to the innovative opportunities Intel technology affords, specifically to the Atom-chip platform evolution and tablet potentiality.

## Customized Tablet Form

Working with Intel, ERGO built a vehicle-specific solution that could be used safely while driving: the ERGO Intel Atom-chip-powered IDAR-100. The Intel-powered tablet supports Windows OS, the preferred end-user's operating system. The lightweight, 210mm x 117mm x 22.5mm tablet, with its embedded Atom chip and Intel GMA 500 Graphics Controller, mounts easily into taxi cabs without the help of a technician. With internet connections via both the 3G enhanced HSPA protocol and WiFi, drivers are now virtually guaranteed internet access from any place in the city.

## Successful Solutions

The new car-specific device addressed each of the taxi consortium's challenges and offered additional unforeseen benefits. All booking is now managed online and drivers now communicate with each other and with headquarters using web chats, a change which has allowed for real-time traffic updates and has created a sense of camaraderie among drivers. Drivers now receive notification of their estimated wait time between calls. Rather than waiting idly in their cars as they had in the past, drivers may now go inside the airport or a cafe while they wait. The tablet itself provides an additional source of entertainment for those downtimes; with internet access, drivers can surf the web, catch up on email or read media content.

Calls are now assigned efficiently based on each taxi's GPS-detected position, resulting in a 30% faster call response time and more equitable distribution of work to drivers, as well as enhanced driver and passenger safety. With GPS and internet access, drivers now direct passenger's attention to points of interest along the route and improve customer service in other unforeseen ways. For example, one recent passenger, late for a date and in desperate need of a bouquet, was deeply appreciative of the driver who used his tablet to locate the closest florist—assistance the passenger recognized in the form of a generous tip.

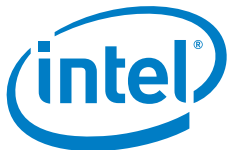
## Business Benefits

Working with Intel, ERGO provided Taxi Tevere a tablet solution that required minimal training for users, solved numerous communications and business issues with one device, and improved driver and passenger safety and satisfaction. The tablet can be transferred effortlessly from one car to another, which has allowed the consortium to share hardware among cars on different shifts further maximizing their ROI.

Just weeks into the project, ERGO Italia had already sold 500 tablet units bringing in additional revenue of \$570K. The overwhelming project success quickly generated new business leads from taxi consortiums wishing to replicate the project.

Having so successfully ventured into the tablet market with its Intel Atom-chip IDAR-100, ERGO is now poised to penetrate new niche markets with its customized solutions and its strategic Intel alliance.

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