

# BENTLEY UNIVERSITY

HP EliteBook Notebook PCs excel for business education



*"The HP EliteBook Notebook PC, with rugged durability and long battery life meets both the academic and social needs of the student."*

—Dan Sheehan, director of client services, Bentley University. Waltham, Mass..

## HP CUSTOMER CASE STUDY:

Bentley University selects rugged, reliable HP EliteBook Notebook PCs for student Mobile Computing Program

## INDUSTRY:

Higher education

## OBJECTIVE:

Provide highly capable, rugged mobile computing for undergraduate business students

## APPROACH:

Bentley University standardized on the HP EliteBook 8440p Notebook PC for its student laptop program

## IT IMPROVEMENTS:

- Students equipped with reliable, business-rugged machines delivering long battery life and outstanding service and support
- Standardization creates efficiencies in providing support, hardware repair, and in procedures for imaging, distributing, troubleshooting and purchasing student PCs
- HP Self-Maintainer program enables on-site repair and rapid turnaround
- Two-year refresh cycle means all students have up-to-date technology tools throughout their college careers

## BUSINESS BENEFITS:

- Uniform access to computer hardware and software supports the academic curriculum
- Business-rugged design stands up to student use
- Optional travel battery provides notebook PC longevity for students to get through classes on a single charge
- Small size, light weight, style all appeal to students

**HP recommends Windows® 7 Professional.**



The integration of business and information technology is a strategic focus at Bentley University, one of the nation's leading business schools. Therefore, when it came to providing students with laptop PCs, Bentley needed the best of the best—a notebook PC that is reliable, durable and endowed with exceptional battery life. Already reaping the benefits of a close working relationship with HP—Bentley standardizes on HP desktop PCs and HP Workstations—the university turned once again to its trusted provider. Today incoming students are equipped for maximum learning with the HP EliteBook 8440p Notebook PC.

"Students require a rugged machine; they're carrying it in a backpack all day long. They need battery life. The HP EliteBook Notebook PC is a solid, stable machine that stands up to heavy student use," says Dan Sheehan, director of client services at Bentley. "Once again, HP has proven itself to understand our needs and to be truly invested in the success of our program."

## CUSTOMER SOLUTION AT A GLANCE

### PRIMARY APPLICATIONS

University business education

### PRIMARY HARDWARE

- HP EliteBook 8440p Notebook PC
- HP EliteBook 6930p Notebook PC
- HP Workstation
- HP desktop PCs

### PRIMARY SOFTWARE

- Genuine Windows® 7 Professional

## FOCUS ON TECHNOLOGY-ENABLED BUSINESS GROOMS FUTURE LEADERS

Based in Waltham, Mass., near Boston, Bentley aims to prepare a new kind of business leader—one with deep technical skills, broad global perspective and high ethical standards. The university enrolls approximately 4,000 full-time undergraduates, 1,400 graduate and 40 doctoral students. Faculty members integrate technology into their teaching and rely on students having access to a uniform set of technology tools to complete their studies. Standardizing on HP has been a big plus.

“The uniformity of our program—one set of software and one hardware configuration across an entire class—allows faculty to integrate technology into their courses without concern,” Sheehan says. “If a faculty member wants to incorporate use of the webcam or a particular function in Microsoft® Excel in an assignment, he or she can do it knowing all students have those items.”

### MOBILE COMPUTING PROGRAM HONES IN ON HP ELITEBOOK NOTEBOOK PC

The deployment of HP EliteBook Notebook PCs is part of Bentley’s Mobile Computing Program. The university surveys students every year on their priorities in a notebook computer. Sheehan chose the HP EliteBook Notebook PC for its powerful information-processing capabilities with Intel® processors—and also for its small size, light weight, long battery life and sturdy design. The devices are ENERGY STAR® qualified for their economic use of electricity. Students also like their sleek look.

*“Since arriving on campus, HP has proven its commitment to us again and again. This year, we’ve been thrilled with the HP EliteBook 8440p Notebook PC.”*

*—Dan Sheehan, director of client services, Bentley University*

“The new EliteBook line took a big step forward stylistically with its brushed aluminum finish,” he says. “It’s got a nice cover, and the latch protects it from rough handling by students.”

Bentley has a two-year refresh cycle so there are only two notebook configurations on campus at any time. Current models are the HP EliteBook 6930p Notebook PC and HP EliteBook 8440p Notebook PC, with some 2,000 students using each. An additional 200 machines are in faculty hands.



A recurring challenge for college laptop programs is finding a model that will deliver nearly continuous use. Bentley includes an optional eight-cell travel battery with each HP EliteBook Notebook PC. This allows students to get through classes on a single charge,<sup>1</sup> Sheehan says.

Ruggedness is important both to students and to Sheehan’s support team. “The business-rugged features of HP EliteBook Notebook PCs ensure they stay in students’ hands rather than in the university’s repair facility,” he says. “We always look for a product in the business line, for ruggedness and durability.”

The devices meet military standards for resistance to vibration, dust, humidity, altitude and high temperature. Their robust security features include central management for HP ProtectTools, HP Disk and File Sanitizer, Device Access Manager, Pre-Boot OS Authentication and Auto DriveLock.

“We use a fingerprint reader with the HP EliteBook 8440p for faculty, staff and students,” Sheehan says. “We also leverage BitLocker® to further secure our faculty and staff notebooks. The combination of the HP device with Microsoft® Windows 7<sup>2</sup> provides a stable and secure environment with strong virus protection. And the business platform makes it a good choice for students.”

### NOTEBOOK PCS INTEGRAL TO CAMPUS LIFE

Once students receive their HP EliteBook Notebook PCs, the devices become an integral part of their lives. Students use them in the classroom to take notes and check facts. Outside of class, the devices serve for research, writing, communicating with faculty, and accessing course materials and other academic resources. Although intended primarily as a learning tool,

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Windows® 7 Professional.**



the notebooks also play a role in students' non-academic lives—Facebook, for example, and Skype communications using the notebooks' integrated webcam.<sup>3</sup>

"They meet the social and personal as well as academic needs of students," Sheehan says.

*"We need more than a vendor. We need a close-working relationship with someone who understands our needs and is truly invested in our success. HP has proven itself in every way."*

*—Dan Sheehan, director of client services, Bentley University*

The faculty receives the same HP EliteBook Notebook PCs as students, along with support to use them effectively. Bentley's Academic Technology Center (ATC) is a key resource for faculty to integrate technology into their teaching. Those who need assistance identifying, acquiring and learning how to use software relevant to their courses can turn to ATC's one-on-one tutorials and dozens of faculty workshops. ATC staff members help the faculty create and maintain course-related web pages, incorporate online resources into curricula, and use statistical software and databases to conduct research. The faculty also uses ATC for assistance with online/distance learning initiatives. Some 50 online courses are offered each semester.

#### **A HISTORY OF PARTNERSHIP WITH HP**

Bentley's relationship with HP began when the university chose HP minitower, small form factor, and ultra-slim desktop PCs for administrative users. "The HP ultra-slim desktop PCs provide a nice clean look in a small footprint for our technology centers and library," Sheehan notes.

The university also deployed HP Workstations with dual 19-inch diagonal HP flat panel displays for use in the trading room at the university's Hughey Center for Financial Services. Each workstation is equipped with real-time data and the leading financial technologies including Bloomberg data feeds. "The typical trading floor doesn't use a standard PC; they need more processing power to deal with the data and to ensure traders can evaluate it rapidly," Sheehan says. "We chose HP Workstations for our trading floor to mirror the professional experiences that a student might have in the corporate world."

HP also built its relationship with Bentley through active involvement in an undergraduate marketing class, including prizes and judging for a mock marketing campaign. "Our HP rep sat in on that course for the entire semester, and we had several HP guests visit," Sheehan recalls. "They were very involved in the class and interested in our students' feedback as users. It was a great forum for exchanging information."

Bentley has an active relationship with Microsoft, a corporate partner at the school's Center for Marketing Technology. Courses taught there incorporate just-released or trial Microsoft software.

#### **STANDARDIZING ON HP EASES IT MAINTENANCE**

Standardizing on HP provides advantages that wouldn't be possible in a multi-vendor environment. Among these, says Sheehan, are efficiencies in support and hardware repair, as well as in procedures for imaging, distributing, troubleshooting and of course, purchasing.

“Our staff is maintaining 6,000 computers on campus, so it’s important that the team knows what they’re looking at when they go out to work on the hardware,” Sheehan notes. The benefits to students are equally important, he says.

They include:

- A high baseline of technology—no student is at a disadvantage against peers due to having lesser technology or limited access to it.
- Reliable technical support—Bentley’s Computing Services Desk is staffed more than 90 hours each week. Support is fast and efficient. Bentley is certified as part of the HP Self-Maintainer Program, so warranty repairs can be completed onsite by university staff and notebook PCs are back into student hands quickly.
- Professional-quality computing capability—all students work with contemporary business software and graduate with the technical experience needed to be successful in today’s business environment.

## HP AND BENTLEY: A BRIGHT FUTURE TOGETHER

Looking ahead, Sheehan believes HP will continue to help Bentley University prepare students for careers in business, based both on the quality of its products and the strength of its support.

“Technology is a critical force in business practice and Bentley has led the way in making it a key curricular focus in business education,” he says. “Since arriving on campus, HP has proven its commitment to us again and again. We have direct access to a great support organization and a full range of products that are well suited to our needs. I think we have a bright future together.”

To learn more, visit [www.hp.com](http://www.hp.com)  
[www.bentley.edu](http://www.bentley.edu)

Contact the HP Reference2Win Program, 866-REF-3734 for more information.

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<sup>1</sup> Battery life will vary depending on the product model, configuration, loaded applications, features, use, wireless functionality and power management settings. The maximum capacity of the battery will naturally decrease with time and usage. See MobileMark07 battery benchmark [www.bapco.com/products/mobilemark2007](http://www.bapco.com/products/mobilemark2007) for additional details.

<sup>2</sup> Systems may require upgraded and/or separately purchased hardware and/or a DVD drive to install the Windows 7 software and take full advantage of Windows 7 functionality. See <http://www.microsoft.com/windows/windows-7/> for details.

<sup>3</sup> Wireless access point and Internet access required. Availability of public wireless access points limited. Broadband requires separately purchased service contract. Check with provider for availability and coverage in your area.

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