

This Halloween, the Managed Application Platform (MAP) is offering frighteningly good deals on Intel vPro® activation, to ward off the dreaded Blue Screen of Death.



Although thousands of businesses were affected by the recent CrowdStrike software glitch, that crashed computers with the blue screen of death (BSOD), cancelled flights, affected hospitals and caused an estimated \$15bn worth of losses; those that were running PCs on activated Intel vPro® technology via Managed Application Platform (MAP) were spared serious downtime compared with other PC management platforms that looked very amateur in the race to get systems back up and running.

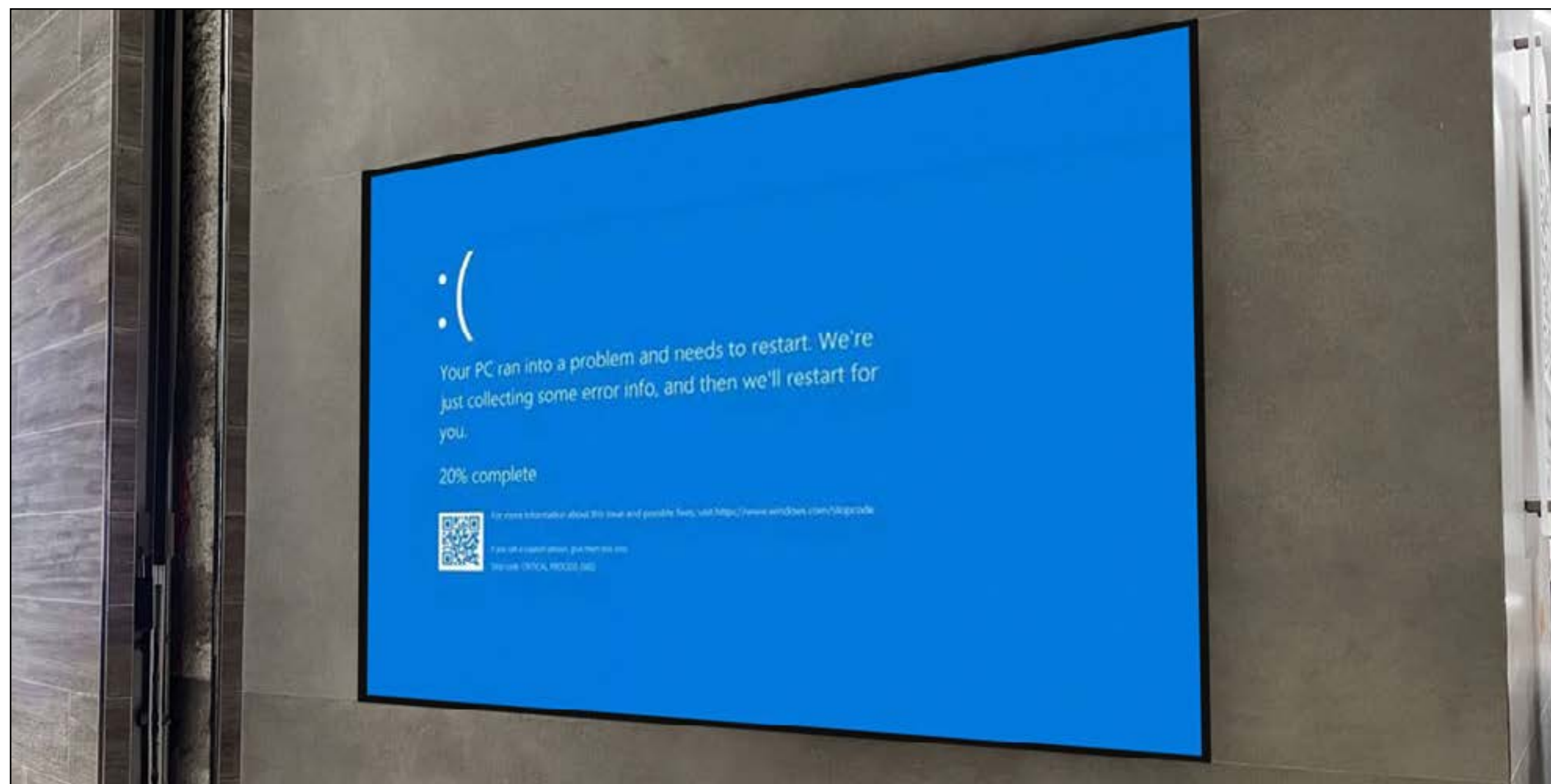
Paul Briggs

In the 21st Century World, Information Technology is considered like a utility: e.g. always on!

Like water from a tap or light from an electric bulb, you only really notice how reliant you are for these services until there is a burst watermain or a power outage that sends human beings scuttling back into their caves for a few inconvenient hours of scrambling for matches, candles and having to heat water over a gas stove.

But it's in these moments of severance from the matrix of power, light and information, a lot of people really appreciate their own vulnerability and utter reliance for these increasingly interconnected services. And forget about ordering Deliveroo. The gas stations are all closed because they have run out of fuel and the supply chain software that sends out the tankers is down!

But for IT administrators, mitigating enterprise-wide system failures and security breaches are part of the job and always front of mind. And while we can't always prevent a road worker cutting through a power cable or bursting a water pipe, keeping the proverbial lights on and the bad guys out of corporate networks is what they look to do on a day-to-day basis.



But there has never been the scale of the global outage that recently affected thousands of businesses that use CrowdStrike's security solutions, which some commentators such as **CNN** are calling the largest outage in history.

According to **CrowdStrike**, the problem was caused by a bug in CrowdStrike's testing system that runs validation checks on new updates prior to release. Once it was rolled out the BSOD started to appear at airports, financial institutions and alarmingly hospitals. In total it is estimates that **8.5m** PCs running Windows OS were affected.

Speaking to **Reuters**, CEO of insurer, Parametrix, Jonathan Hatzor said global losses could top \$15bn as companies struggle to get computers back online. But of those losses he estimates that only a fraction will be covered under current cybersecurity policies (10-20%) which he estimates will be in the \$5.4bn range for Fortune 500 companies caught up in the outage.

Parametrix also noted that the health care and banking sectors bore the brunt of the losses with nearly \$2bn and \$1.5bn respectively. The airline sector was the next in line for losses with 1000s of cancelled flights.

And the real issue was **not the outage** itself, but the **time** it took businesses to recover which was the catalyst to the eyewatering losses, according **Brian Fung** of news operator, CNN who reported:

"The CrowdStrike software issue at the heart of the outage runs at such a deep level in affected computers and systems that getting them up and running just to be **fixed** was(sic), in many cases, an enormous challenge.

That's compounded by the fact that many of the servers that may contain information needed to get these systems working again are themselves caught in a cycle of crashing and rebooting," said Fung.

However, unlike other PC management solutions, businesses leveraging Intel vPro® technology via Managed Activation Platform have a robust set of tools at their disposal to mitigate these problems and ensure smoother recovery. MAP is the quickest and easiest way to activate remote management on Intel vPro®, customers with vPro can be up and running in days rather than weeks or months, even when the PC has crashed and without the administrator being physically present at the endpoint or server. (see **Crowdstrike Outage** for more detail)

And to celebrate MAP's ability to ward off the evil Bluescreens of Death this Halloween, MAP's parent company, the297 cloud company is offering a special Halloween discount for its licenses. For a limited time period, end users are offered 500 annual vPro licences for €1000 for an introductory period. At the same time, users can still take advantage of our popular 14-day free trial, but this is limited for a proof of concept five user implementation. So don't delay, get either a discounted large endpoint trial or free 14 day trial underway today. Click **here** for more information.

