MAINTECH

Modern Device Provisioning & Managed PC Refresh for a major global media company.

Client Overview

The client, a major global media company, manages approximately 40,000 endpoints across a complex organizational structure comprising 64 distinct IT support groups. With around 4,000 device refreshes required each year, the organization needed to modernize its provisioning and refresh processes without disrupting operations across dozens of independent teams.

The Challenge

The client relied on Microsoft System Center Configuration Manager (SCCM) and a traditional Golden Master imaging model for endpoint provisioning.

This approach created several compounding issues:

- **Every new hardware model required weeks or months of manual driver pack work, often shipping with unresolved bugs**
- **Devices deployed from the Golden Master were immediately out of date, requiring OS and application catch-up that concerned the security team**
- **The end-user swap process was heavily manual, so migrating data, reinstalling applications, and coordinating appointments created a significant bottleneck**

The Solution

Maintech replaced the legacy SCCM model with Microsoft Intune and Windows Autopilot, automating device setup with the latest OS, patches, and apps. Automated data migration and app deployment reduced swap-out time, while live and recorded training supported 64 IT groups.

The eight-month program transitioned the client to a fully managed service, streamlining device lifecycle management with health-based refresh prioritization and performance-driven migration workflows.

The Results

The transition to a managed service model delivered measurable improvements across every key metric within the first year.

Metric	Before (Insourced)	After (Managed)	Change
Annual Refresh Target Completion	47%	150%	**+103%**
Proactive vs. HW Failure Ticket Split	39% / 61%	80% / 20%	**+41% / -41%**
HW Failure Tickets per Month	180	46	**-74%**
User Response Rate	50%	92%	**+42%**
Refreshed Device Recovery Rate	37%	78%	**+41%**
Migration Appointment Time	2+ hours	1.5 hours	**-25%**

2025 marked the first year the organization exceeded its annual refresh targets, achieving this milestone by the end of Q3.

Key Deliverables

- Full redesign of endpoint provisioning from SCCM to Microsoft Intune and Windows Autopilot.
- Automated device configuration delivering the latest OS, drivers, and applications at every deployment.
- End-to-end managed PC refresh service, from forecasting and procurement through to decommissioning.

Key Outcomes

- Hardware failure tickets reduced by 74%, from 180 to 46 per month.
- User response rates improved from 50% to 92%.
- Device recovery rate more than doubled, from 37% to 78%.

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