

Trixter rides its Xdream training bicycle into new markets and reduces costs by 30 percent with help from Dell OEM Solutions

• OEM



“We are committed to providing a fun, exciting, and rigorous exercise experience for the widest range of users, and Dell helps us deliver.”

*Paddy Murray, President,
Trixter North America*

Customer profile

Company:	Trixter
Industry:	Health and Fitness
Country:	United Kingdom
Employees:	15
Website:	www.trixter.net

Business need

Trixter needed an OEM partner with a strong brand and global presence to help launch an innovative new fitness solution. The partner had to help streamline production, provide local support, and facilitate the move into new geographic markets.

Solution

Trixter decided to work with Dell OEM Solutions to produce the Xdream—a unique training product that offers a simulated outdoor bicycling experience. Dell loads software images, installs graphics cards, simplifies distribution, and provides global support.



Benefits

- Created an innovative exercise product that delivers an exciting, immersive biking experience for users
- Saved 30 percent of per-unit costs with localized sourcing and support
- Cut unit production time by 35 percent and reduced resource costs by receiving systems with preinstalled software and graphics cards
- Expanded into new geographic markets and supported 250 percent growth in North America

Founded in 2003, [Trixter](#) has enjoyed a rapid ascent in the fitness equipment industry by bringing an outdoor sporting spirit indoors and creating engaging, immersive exercise experiences for users. Developed with input from elite athletes and trainers, products such as the X-Bike have found diverse audiences, from athletes preparing for serious competitions to retirees who are looking to stay fit. Trixter products are becoming familiar fixtures in large-scale gyms as well as individual homes.

“We cut production time by 35 percent and refocused our team members on research and development by having software and hardware preinstalled through Dell Configuration Services.”

*Lucy Watts, Head of Operations,
Trixter Europe*

Building on the success of the X-Bike, Trixter product developers envisioned a new product called the Xdream that would capitalize on computer technology to simulate the experience of outdoor bike riding. “We saw a clear opportunity to bring together fitness and gaming,” says Paddy Murray, president of Trixter North America. “The Xdream was designed to maximize fun while providing a rigorous workout.”

Connected to a computer and monitor, the Xdream bike integrates rider movements into a visual scenario presented on screen. Users can select from a variety of terrains, levels of difficulty, and bikes to customize the exercise experience. With multiple Xdreams, users can even race against friends.

Searching for a partner with a strong brand and global presence

To launch the Xdream, the Trixter team needed an OEM partner that could not only supply computer hardware but also help streamline production, distribution, and support. Name recognition and global resources were top priorities. “As a young company, we needed a hardware and services partner with a strong brand to provide potential customers with a high degree of confidence,” says Murray. “And because we ultimately planned to sell the Xdream around the world, we needed a partner with a global presence that could provide distribution and warranty support services wherever we sell the product.”

The operations team wanted a partner that could help improve the company’s operational efficiency by taking over a range of production tasks. “We didn’t

want to spend excessive time and resources assembling computers and installing software,” says Lucy Watts, head of operations at Trixter Europe. “We needed a partner that could take on system integration so our team could stay focused on innovation.”

Partnering with Dell OEM Solutions to launch the Xdream

After considering several Tier 1 hardware vendors, the Trixter team decided to partner with [Dell OEM Solutions](#). “We needed a partner that would be responsive to our needs, even though we didn’t plan to start with large-volume production—Dell OEM Solutions fit the bill,” says Murray. “We also gained the brand name and global reach we want by choosing Dell OEM Solutions. In addition, we were able to accommodate our need for a powerful

Technology at work

Services

[Dell Configuration Services](#)

[Dell OEM Solutions](#)

[Dell Support](#)

Hardware

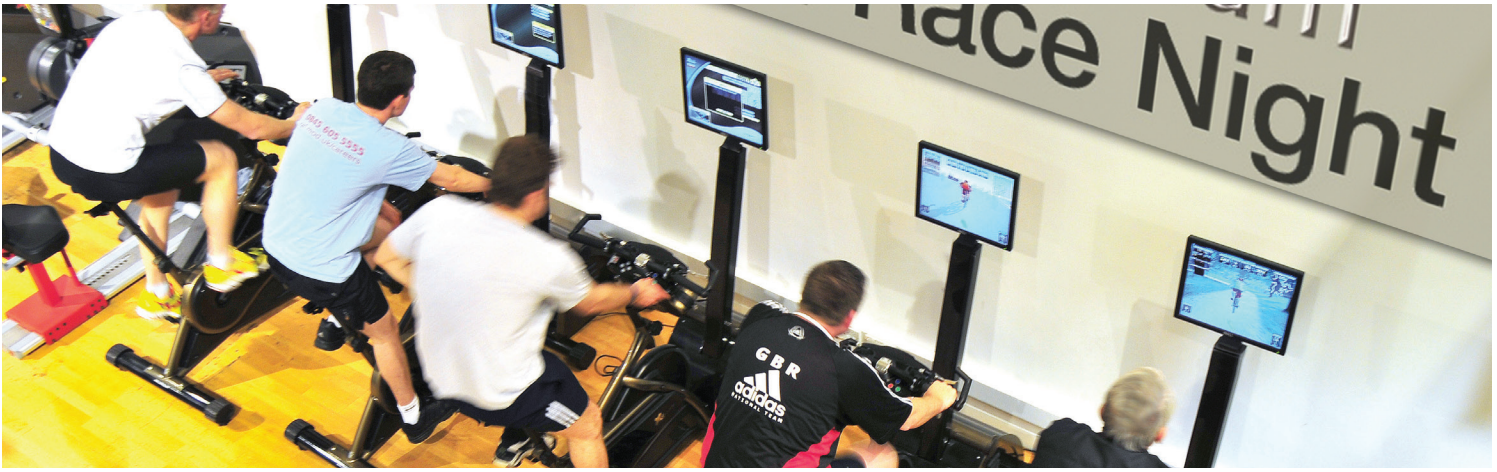
[Dell™ OptiPlex™ 780 with Intel® Core™ vPro™ processors](#)

[Dell E170S 17-inch flat-panel monitor](#)

Software

[Microsoft® Windows® 7 operating system](#)

[Trixter Xdream software](#)



yet cost-effective system with a small form factor by selecting from the broad product portfolio offered by Dell.”

The Trixter team selected a [Dell™ OptiPlex™](#) computer, initially launching the Xdream with the OptiPlex 745 and progressing through subsequent models to the OptiPlex 780 Small Form Factor model with dual-core Intel® Pentium® processors. A [Dell E170S 17-inch flat-panel monitor](#) provides a large viewing area to create an immersive visual experience.

“We needed a system with a compact form factor for the confined physical space of the Xdream, and we needed to ensure good ventilation to keep components cool over a long day of operation at a gym,” says Watts. “We found the right fit with the Dell OptiPlex.”

At the same time, the Intel processors work with the third-party graphics cards to deliver captivating visuals. “Our software is very processor- and graphics-intensive,” says Watts. “The Intel processors deliver the performance we need to provide a smooth, engaging experience while keeping the computer running cool.”

Dell OEM Solutions helped ensure successful upgrades to each of the OptiPlex models. “The migration from one OptiPlex model to the next has always been easy,” says Watts. “We can deliver the latest technology to our customers without disrupting our production schedules or straining our internal resources. We have plenty of time to modify our system image with the advance notice provided by Dell OEM Solutions.”

Making sales inroads with the Dell brand name

Partnering with Dell has helped the Trixter sales team gain acceptance among new customers for this innovative product.

“Integrating computers into fitness equipment is still a fairly new concept,” says Murray. “Especially with larger fitness chains, it has been a tremendous advantage to have our product associated with Dell. Customers know they are investing in a reliable product from a reputable company.”

Streamlining production with Dell Configuration Services

When the Xdream first launched in the United Kingdom, in-house Trixter engineers loaded software and installed the third-party graphics card in OptiPlex systems, but the Trixter team has since turned those tasks over to Dell OEM Solutions. As a result, the company has accelerated production and reduced costs by reassigning personnel to other tasks. “In the past, two team members installed graphics cards and loaded our software image. Each Xdream took a total of two hours to assemble,” says Watts. “We cut production time by 35 percent and refocused our team members on research and development by having software and hardware preinstalled through [Dell Configuration Services](#).”

Since moving the Xdream operating system to [Microsoft® Windows® 7](#), the Trixter team also has Dell OEM Solutions customize the BIOS settings. “We needed to change the boot sequence for Windows 7, and Dell OEM Solutions was able to take that additional task off of our hands,” says Watts.

“We estimate that we are saving 30 percent of our per-unit costs by sourcing and supporting products in each geographic region through Dell OEM Solutions.”

*Paddy Murray, President,
Trixter North America*

Working with Dell OEM Solutions on production helps increase the scalability and flexibility of operations. "As we reach into new geographies, we can avoid having to hire and train new personnel for these technical functions," says Murray. "The production assistance also helps us to ramp up or down quickly to accommodate changes in demand. We can keep lead times steady at about two to three weeks with Dell OEM Solutions."

Expanding into new geographies with global connections and localized support from Dell

After initially launching the Xdream in the United Kingdom, Spain, and Australia, Trixter is now expanding to new regions. Most recently, Trixter has brought the Xdream to North America, which accounts for approximately 40 percent of the global fitness equipment market. "We wanted to make sure that we could deliver a bulletproof product before introducing the Xdream in North America," says Watts. "Now we are working with some of the largest fitness distributors in North America to bring the Xdream to a range of fitness centers and individual homes."

According to the Trixter team, Dell OEM Solutions is playing a key role in helping Trixter to expand. "With other hardware vendors, it might have taken weeks to assemble the required personnel resources in each new territory," says Watts. "Dell OEM Solutions helps us quickly capitalize on established connections within the Dell global organization. In many cases, the Dell team can help us identify the right people in each new territory within 24 hours."

Once a new team is established in a territory, Trixter benefits from the Dell global manufacturing and distribution infrastructure. "Within each region, we can source computers and parts locally to distributors," says Murray. "Local sourcing enables us to dramatically reduce long-distance shipping costs."

The Trixter team can rapidly resolve any problems, no matter where customers are located, by working with global [Dell Support](#). "The Dell systems rarely fail, but if something does go wrong, our team swaps out the computer at the customer site and then brings the faulty system back to a repair location. The Dell team helps us diagnose the problem and provides replacement parts fast," explains Murray. "With localized support, we can get systems back up and running within a few days. We don't have to ship parts long distances or keep an excessive amount of components in inventory."

Reducing unit costs by 30 percent by working with Dell OEM

Trixter significantly reduces production, distribution, and support costs for the Xdream by capitalizing on the Dell global infrastructure. "We could assemble everything in one location and then ship to our global distributors, but the costs would be too high," says Murray. "We estimate that we are saving 30 percent of our per-unit costs by sourcing and supporting products in each geographic region through Dell OEM Solutions."

Staying on the road to success with Dell

In the long term, Trixter will continue its geographic expansion. "With help from Dell, the Xdream business has been growing at approximately 250 percent within the United States alone," says Murray. "We see incredible global potential for the Xdream, and we plan to work with Dell OEM Solutions as we continue our journey into new European countries and additional global regions."

In the meantime, the Trixter team is exploring ways to enhance the existing Xdream and develop a new home version of the bike. "Incorporating a touch screen or moving to a monitor with USB ports would enable us to introduce new interactivity features for the Xdream. Using a computer with an even smaller form factor, meanwhile, might help us create a more compact bike for home use," says Murray. "We are committed to providing a fun, exciting, and rigorous exercise experience for the widest range of users, and Dell helps us deliver."



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