

# PERFECT VISION

Video security company gets approximately 20 per cent extra revenue on projects where an appliance from Dell OEM Group is provided

**ateme** IP VIDEO SECURITY SOLUTIONS

- High Quality at Low Bit Rates
- H.264 Standard
- DNA Technology

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Video Security Solutions  
Intelligent Video Systems

- Extreme Video Encoder (-40°C to +70°C / -40°F to +158°F)
- High Density Video Matrix Solutions
- Network Video Recorder

In the world of video surveillance and broadcast, crystal-clear video clarity is essential. And the delivery of high-quality images requires well-designed applications and powerful hardware that work together seamlessly.

#### SOLUTIONS:

- DELL OEM GROUP
- GREEN IT

#### CUSTOMER PROFILE

**COMPANY:** ATEME

**INDUSTRY:** Technology

**COUNTRY:** France

**FOUNDED:** 1991

**EMPLOYEES:** 130

**WEBSITE:** [www.atemesecurity.com](http://www.atemesecurity.com)

#### CHALLENGE

ATEME wanted to make life easier for customers by pre-installing its ATEME Network Video Recorder (NVR) application on a stable and reliable hardware platform.

#### SOLUTION

The Dell OEM Group offered a high-performance server and storage solution, supported by Dell ProSupport with the Keep Your Hard Drive option.

#### BENEFITS

##### Grow Your Business Smarter

- Appliance scales up to 49 terabytes of storage
- Solution accounts for an average of 20 per cent of project revenue, where the NVR supplication is supplied

##### Go To Market Faster

- Dell OEM Group prioritises urgent orders

##### Run Your Operations Better

- Customers keep their hard drives for enhanced security
- Hardware Customisation delivers tailored solutions
- Green solution uses about 25 per cent less energy



When it comes to military and civilian video technology, ATEME is a pioneer. The company's video broadcast solutions are used by leading television companies, while its video surveillance applications are installed by security-focused organisations around the world.

The ATEME Network Video Recorder (NVR) is an extremely successful application: a high-end network video recorder that can handle video streams from multiple locations. ATEME NVR is designed for centralised sites such as airports and public buildings, as well as networks dispersed over large areas such as highways. It provides large and heterogeneous infrastructures with openness, flexibility and interoperability.

In the past, ATEME's customers installed the NVR application on a range of hardware, but Wissam Loudhaief, marketing manager – Defence & Security, ATEME, noticed a problem. He says: "Customers started to report problems with integration. Our application is complex and sensitive – if it's not installed correctly on appropriate hardware, performance can suffer."

#### **BENCHMARKING SHOWS DELL'S THE BEST**

To solve this problem, ATEME decided to offer the application as an appliance – with the NVR software preinstalled on a powerful server. After testing and benchmarking machines from a number of different providers, ATEME found that Dell's solution was the best fit. Wissam Loudhaief says: "The benchmarking we saw on the Dell PowerEdge server was a key factor in our decision – but it was the

excellent feedback from our partners and the responsiveness of the Dell OEM Group that convinced us."

#### **A SCALABLE SOLUTION**

The services provided by the Dell OEM Group are crucial to the success of ATEME's appliance solution. At the factory, as part of Dell's Hardware Customisation (CFI) services, the team removes Dell branding from the server, then adds up to five internal hard drives to each storage array, delivering a total of four terabytes of storage in a redundant array of independent disks (RAID) 5 configuration. Customers with extra storage requirements can add up to three Dell™ PowerVault™ MD1000 direct attached storage arrays, each providing another 15 disks for a total of 49 terabytes of storage if needed. Wissam Loudhaief says: "We appreciated the opportunity offered by this solution to add large amounts of storage so easily."

#### **CUSTOMISED PROSUPPORT FOR IT LETS CUSTOMERS KEEP THEIR HARD DRIVES**

ATEME's customers include government agencies and other organisations with highly sensitive operations, so tight security is essential. ATEME's appliances are delivered with Dell ProSupport for IT with Next Business Day On-site Service. This also includes Dell's Keep Your Hard Drive option, which means that if a problem occurs, or the appliance reaches the end of its lifecycle, ATEME's customers retain any sensitive data stored on the Dell PowerEdge™ servers or the Dell PowerVault MD1000 storage arrays. Wissam Loudhaief says: "The Keep Your Hard Drive feature is a key differentiator for us. Our products are often linked to access controls and intrusion detection systems at security-focused organisations. This feature gives our customers maximum control over the information gathered by these systems."



**“THE BENCHMARKING WE SAW ON THE DELL POWEREDGE SERVER WAS A KEY FACTOR IN OUR DECISION – BUT, IT WAS THE EXCELLENT FEEDBACK FROM OUR PARTNERS AND THE RESPONSIVENESS OF DELL OEM GROUP, THAT CONVINCED US.”**

Wissam Loudhaief, marketing manager – Defence & Security, ATEME

### **HOW IT WORKS**

#### **SERVICES**

- Dell ProManage™
  - Hardware Customisation (CFI)
- Dell ProSupport for IT
  - Keep Your Hard Drive option
  - Next Business Day On-site Service

#### **HARDWARE**

- Dell™ PowerEdge™ servers with Intel® Xeon® Processors E5405
- Dell PowerVault™ MD1000 direct attached storage arrays

#### **SOFTWARE**

- ATEME Network Video Recorder (NVR)

#### **DELL PRIORITISES URGENT ORDERS ON REQUEST**

In just a few months of working together, ATEME and Dell have already forged an efficient and mutually beneficial relationship. ATEME Defence & Security team has direct access to Dell's technical experts for quick answers to their questions and the company is considering a system where Dell Services installs the ATEME NVR applications in-house – delivering the appliance to customers directly.

Moreover, when ATEME has a priority order, Dell will minimise delivery time by marking the order a priority at the factory stage. This prioritisation makes a real difference to ATEME when it needs systems quickly for customer projects. Wissam Loudhaief says: "Working with the Dell OEM Group gives us confidence – not just because of the quality of the hardware, but because of the way we work together. Dell always responds very quickly and will make special projects a priority at the Dell factory."

**“APPROXIMATELY 50 PER CENT OF OUR CUSTOMERS ASK US FOR DETAILS ON THE ENERGY EFFICIENCY OF THIS SOLUTION. DELL PROVED THE GREEN CREDENTIALS OF ITS ENERGY SMART SERVERS EARLY ON.”**

Wissam Loudhaief, marketing manager – Defence & Security, ATEME

**DELL SOLUTION ACCOUNTS FOR 20 PER CENT OF CUSTOMER REVENUE**

When customers installed ATEME's NVR on different hardware, results and performance were varied. Wissam Loudhaief wanted the partnership with Dell to solve this problem – and it has. Dell PowerEdge servers adhere to the Power Management Bus (PMBus) specification, which allows them to work easily with a variety of different technologies. With Dell as a platform, ATEME is able to offer a complete package to customers, including ATEME's video encoders and Dell ProSupport for IT.

All these components – hardware, software and encoders – are tested in ATEME's laboratories to provide a solution that delivers maximum performance. The results have been noted by Wissam Loudhaief: “Since we started working with Dell, we've not only won some big projects, but we've had nothing but positive feedback from our customers. This solution now accounts for 20 per cent of customer revenue per project where the NVR appliance is provided.”

**ENERGY SMART POWEREDGE SERVERS USE 14 PER CENT LESS ENERGY**

The Dell PowerEdge servers that ATEME selected come with energy-efficient Intel® Xeon® Processors E5405. The servers also have hot-plug redundant cooling and energy-efficient components – they use up to 14 per cent less energy compared with standard Dell servers, which is important for ATEME's customers. Wissam Loudhaief says: “Approximately 50 per cent of our customers ask us for details on the energy efficiency of this solution. Dell proved the green credentials of its Energy Smart servers early on.”

**For more information on this case study or to read additional case studies, go to [www.dell.com/casestudies](http://www.dell.com/casestudies) and [www.dell.fr](http://www.dell.fr)**

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