

SERVING UP SUCCESS

Middleware performance monitoring specialist forecasts revenue increase of up to 500 per cent with support from Dell OEM Group



TS-Associates plc has customers in financial centres all over the world, from Singapore to the United States. Its key product – responsible for 75 per cent of the company’s revenue – is TipOff™. This is a middleware analysis appliance that gives customers a non-invasive solution covering a wide range of middleware protocols. The technology runs on a hardware-accelerated platform, consisting of a server and peripheral component interconnect (PCI) cards that provide additional capabilities while maintaining a small form factor. In this way, customers benefit from broad functionality without having to set aside a large area of their datacentre for the appliance.

SOLUTION:

- DELL OEM GROUP



CUSTOMER PROFILE

COMPANY: TS-Associates plc
INDUSTRY: Banking and finance
COUNTRY: United Kingdom
FOUNDED: 1999
EMPLOYEES: 14
WEBSITE: www.ts-a.com

CHALLENGE

TS-Associates plc wanted to enhance brand perception, simplify product development and support growth by replacing in-house server production with application-ready equipment from a leading solution provider.

SOLUTION

By engaging with the Dell OEM Group, the company obtained a high-performance platform with fast delivery. As the business grows, Dell will support TS-Associates with an increasing role in the manufacturing process.

BENEFITS

Go to Market Faster

- Fast delivery cuts lead times by approximately 50 per cent

Run Your Operations Better

- Customisation services from Dell minimise in-house adjustments
- Known brand reinforces customer confidence
- Dell support will help achieve revenue increase of up to 500 per cent
- Dell servers and storage offer customers additional flexibility and reliability

Grow Your Business Smarter

- OEM manufacturing capabilities support increasing product sales



TipOff has constantly evolved throughout its four-year lifetime, but perhaps the most significant development has been a change in hardware. Henry Young, director of product development at TS-Associates, explains: "In the past, we built the servers for TipOff in-house, using off-the-shelf components. So the motherboard, CPU and memory were from different vendors."

This approach met customers' fundamental requirements, but the company realised that using tier-one quality, industry-standard equipment from a respected, well-established technology provider would inspire added confidence in customers while simplifying the manufacturing process. Young says: "We wanted to match the integrity and reliability of our software with the credibility and robustness of a known brand."

WEIGHING UP THE ALTERNATIVES

Young and his colleagues considered two solution providers – HP and Dell OEM Group. Alongside technical criteria, they were looking for an open, collaborative approach that would provide the basis of a long-term partnership.

"We had used HP servers in the past, but we wanted to see how Dell measured up. In our benchmarking tests, we found that the Dell platform offered superior performance and support for our PCI cards," Young says.

"In addition, we found the whole relationship with Dell incredibly interactive and direct – we felt that we were at the core of the whole process, not just on the receiving end of a product order."

TS-Associates decided on Dell™ PowerEdge™ R710 servers with Intel® Xeon® Processors 5500 series for the release of the latest edition of TipOff. "With the R710s, we'll be able to offer customers built-in Dell Remote Access Card (DRAC) 5 Security, so they can manage TipOff from outside the datacentre," says Young.

The company can also opt for Dell ProSupport for IT as an add-on for customer solutions. This will provide a potential revenue stream, as well as peace of mind for customers.



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Henry Young, director of product development, TS-Associates

HOW IT WORKS

SERVICES

- Dell ProSupport for IT

HARDWARE

- Dell™ PowerEdge™ R610 and R710 servers with Intel® Xeon® Processors 5500 series
- Dell PowerVault™ MD1120 direct attached storage array

SOFTWARE

- Dell Remote Access Card (DRAC) 5 Security

A SCALABLE SOLUTION WITH DELL OEM GROUP

In moving to the PowerEdge R710 servers, the company will take advantage of Dell's OEM-ready hardware. As part of the Dell OEM Appliance Programme, the Dell OEM Group will put the TipOff logo on each server, rather than delivering a Dell-branded machine. "With Dell OEM Group we can have our servers customised so that we minimise in-house adjustments and save our time for development work," says Young.

Currently, TS Associates installs TipOff, completes quality assurance and sends the machine to customers. However, as volumes increase, the company will hand over an increasing amount of the manufacturing process to Dell. Young says: "We like the fact

that we can scale Dell's involvement to our needs. As sales rise, we'll want to transfer more manufacturing functions to Dell so we can keep our own resources free for strategic work. Dell OEM Group will use Hardware Customisation to upload images and crucial features such as PCI cards."

For Young, this scalability is crucial. "The great thing about Dell is that it can handle large orders and provide additional services as our business grows – it's a future-proof relationship.

"Ultimately, we'll probably ask Dell to build and ship the complete solution direct to customers from the Dell factory in Limerick. That way, we'll be able to guarantee fast delivery, no matter how big an order is."

“THE LEVEL OF SUPPORT WITHIN THE ACCOUNT MANAGEMENT TEAM IS GREAT – VERY PROACTIVE. WE’RE ALWAYS WELL-INFORMED. THE PEACE OF MIND WE GET FROM WORKING WITH DELL MAKES A REAL DIFFERENCE.”

Irvin Black, tipoff product manager, TS-Associates

A FOUNDATION FOR EXPANSION

For Young, Dell’s support is a key factor in the company’s forecasts. “We expect revenue to rise by up to 500 per cent over the next five years. The Dell OEM Group will play a fundamental role in that increase,” he says.

All future TS-Associates’ products will be derivatives of the TipOff platform, built on the R710 and R610 servers and their successors. Young adds: “We may also develop some platforms that use the Dell PowerVault MD1120 direct attached storage array in conjunction with the PowerEdge R710.”

In the future, the company aims to secure customers in the government and the telecommunications sectors. It will also forge an increasing presence in the US market. Young says: “We want to set up a division in Washington DC focused on the US government market. If that succeeds, we’ll use Dell’s global capabilities to develop a similar partnership with the Dell OEM Group in the US. In short, it’s great to have a technology partner that will support us as we grow.”

LEAD TIMES FALL BY APPROXIMATELY 50 PER CENT

With prompt server delivery, TS-Associates can meet customer service level agreements with time to spare. “The servers often arrive much faster than we expect – usually within

two weeks. It’s good for us, because we quote our customers a six-week lead time, so it makes our lives easier because we have some leeway,” says Young. “We know that with other vendors, it would take longer. The experience wouldn’t compare. I don’t know of any other solution provider that can deliver that kind of speed.”

MARKET INSIGHT

Young and his team keep up-to-date with product developments through regular updates from their Dell OEM Group account team. Irvin Black, tipoff product manager, TS-Associates comments: “The level of support within the account management team is great – very proactive. We’re always well-informed. The peace of mind we get from working with Dell makes a real difference.”

For more information on this case study or to read additional case studies, go to www.dell.com/casestudies and www.dell.co.uk

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