

SECURITY THAT CROSSES BORDERS

The Dell OEM group helps Siemens Industry, Inc. expand its security solution business into 12 new geographic regions and reduce repair time by weeks



Protecting shipping ports, airports, refineries, and other large-scale commercial and government locations can require numerous video surveillance cameras and sensors that are difficult to monitor effectively without technological assistance. The Building Technologies Division of Siemens Industry, Inc., through its Security Solutions Business Unit is helping to reduce the challenges of site protection by offering intelligent video security solutions that use innovative technologies to analyze that surveillance information.

SOLUTION

- OEM

Siemens Industry, Inc.
Building Technologies Division

CUSTOMER PROFILE

COUNTRY: United States

INDUSTRY: Technology

FOUNDED: 1891

NUMBER OF EMPLOYEES: Approximately 7,400

WEB ADDRESS:

www.usa.siemens.com/buildingtechnologies

CHALLENGE

Expand the business to new geographic regions and deliver fast, consistent support for customers across all regions.

SOLUTION

Siemens Industry, Inc. worked with Dell OEM to integrate Dell™ PowerEdge™ servers into its security solutions, facilitate global product distribution, and provide worldwide support for hardware issues.

BENEFITS

Go to Market Faster

- Accelerated the time for making software changes, ensuring customers have up-to-date products without delaying shipments

Run Your Operations Better

- Reduced potential customer downtime from one month to one business day and minimized costs of shipping returned systems
- Eliminated the need to manage an inventory of spare systems, enabling IT staff to refocus on strategic tasks

Grow Your Business Smarter

- Expanded business to 12 new countries around the world





HOW IT WORKS

HARDWARE

- Dell™ PowerEdge™ R200 servers with the Intel® Xeon® processor 3000 series

SOFTWARE

- Microsoft® Windows® XP Embedded
- Siveillance™ SiteIQ™

SERVICES

- Dell OEM Solution Services
- Dell Hardware Customization
- Global Warranty Support

“WITH THE GLOBAL REACH OF DELL SUPPORT, OUR CUSTOMERS ARE ENJOYING MUCH EASIER AND FASTER RESOLUTION OF HARDWARE ISSUES THAN BEFORE.... NOW THAT WE WORK WITH DELL, WE CAN RESOLVE MOST HARDWARE PROBLEMS WITHIN ONE BUSINESS DAY.”

Richard Stein, hardware/source/lab engineer, Siemens Industry

The U.S.-based SII security solutions business planned to expand its business to new geographies across the world. But the group realized that the white-box vendor providing servers for its Siveillance™ SiteIQ™ video security solution would not be up to the task. “Our previous vendor could not ship products to international locations very quickly,” says Michael Fountain, manager of finance and business administration at Siemens Industry. “We needed to work with an OEM vendor that would facilitate rapid global distribution to help us build our business and expand internationally.”

Providing timely global support posed an additional problem. The white-box vendor did not offer on-site support, so equipment or parts had to be shipped back to the vendor, repaired,

and then returned to the customer. Supporting customers in international locations might add time to repairs.

“In some cases, it took two weeks to ship back a failed server from some locations and then another two weeks to send the unit out again once it was repaired,” says Richard Stein, hardware, source, and lab engineer at the company. “Shipping those servers back and forth was expensive, and while a server was in for repair, the customer might have four cameras offline. We needed an OEM vendor that could turn around repairs much more quickly so that providing hardware support would not compromise our customers’ security.”

SIEMENS INDUSTRY SELECTS THE DELL OEM GROUP

After evaluating another tier-one hardware vendor, the SII security solutions business decided to work with Dell OEM Solutions. “It was clear that Dell OEM could provide the rapid international distribution and global support that we needed to reach new regions,” says Fountain. “By working with Dell, we have a single global supplier that offers consistent products, processes, and service across all of those countries.”

The SII business unit integrated Dell PowerEdge R200 servers into the Siveillance SiteIQ product. For SiteIQ, SII uses dual-core processors from the Intel® Xeon® processor 3000 series. “With the multi-core Intel processors, the Dell servers provide the performance required to

“WE NOW SELL OUR SIVEILLANCE SITEIQ PRODUCT IN 13 COUNTRIES AROUND THE WORLD, AND WE ANTICIPATE CONTINUED EXPANSION IN THE FUTURE. DELL OEM HAS HELPED US REMOVE THE GEOGRAPHIC BARRIERS TO GLOBAL BUSINESS GROWTH.”

Michael Fountain, manager, Finance and Business Administration, Siemens Industry

handle multiple video streams per server and sophisticated analytics in a compact space,” says Stein.

Since each server supports four video streams, a solution might contain more than 100 Dell PowerEdge servers if the customer needs to monitor a large-scale commercial or government location. Customers often purchase additional Dell servers, workstations, and storage to complete the solution.

DELL HARDWARE CUSTOMIZATION HELPS SIEMENS INDUSTRY EXECUTE KEY TASKS

The SII team worked with Dell OEM to develop straightforward processes that cover everything from hardware selection through international distribution. “The Dell OEM team provides evaluation units so we can test our software and determine the right hardware specifications for each solution,” says Stein. “Through the Dell Hardware Customization process, they produce the configurations we need and integrate a third-party frame grabber component.”

Dell OEM then installs the SII software image, which includes the Microsoft® Windows® XP Embedded operating system and Siemens software. “All we do is upload the image to a Dell FTP site. The Dell team installs the software and then ships products directly to our customers or our field offices in other countries,” says Stein. “By working with Dell OEM, we can stay focused on our core business and let Dell take care of the rest.”

SIEMENS INDUSTRY EXTENDS ITS SITEIQ SOLUTION INTO 12 NEW COUNTRIES

The Dell OEM group has helped the SII team avoid the challenges of sorting through international regulations. “We simply did not have the resources within our division to manage all of the export requirements for third-party hardware,” says Fountain. “We decided to work with the Dell team in part because we knew they could help us navigate those international regulations.”

“We can sell our solutions to the European Union, China, or Brazil without having to spend internal resources on regulatory concerns,” says Stein.

Since partnering with Dell OEM, the SII security solutions business unit has expanded its business significantly. “We now sell our Siveillance SiteIQ product in 13 countries around the world, and we anticipate continued expansion in the future,” says Fountain. “Dell OEM has helped us remove the geographic barriers to global business growth.”

GLOBAL DELL SUPPORT HELPS REDUCE REPAIR TIME FROM ONE MONTH TO ONE DAY

If any issues develop with Dell hardware or even third-party components such as the integrated frame grabber, customers can call Dell directly. “With the global reach of Dell support, our customers are enjoying much easier and faster resolution of hardware issues than before,” says Stein. “Dell either sends a replacement part, if the customer can install it, or dispatches a technician. In the past, it might have taken two weeks for a replacement server to reach the customer or up to a month for a repair. Now that we work with Dell, we can resolve most

hardware problems within one business day. That fast response is good for our business and it helps keep our customers secure.”

By avoiding multiple shipments of failed servers, SII also can save money. “At one point in the past, we used a heavy 4U server from our other vendor. It cost US\$500 dollars to ship it one way for repairs, and in some cases, we paid those expenses to keep the customer happy,” says Stein. “If we need to ship parts now, Dell covers the shipping costs both ways. Our customers like the convenience, and we are able to save money.”

Because Dell provides hardware support, the SII team also can avoid the time and costs associated with keeping an inventory of spare parts on hand. “We used to keep spare servers and hardware components in-house, just in case we needed to replace a server for a customer quickly,” says Stein. “Now that Dell handles all of the support, we don’t need to keep those spares ready. Instead of managing inventory, we can spend our time focusing on more strategic projects.”

DELL OEM HELPS FACILITATE FAST CHANGES TO SOFTWARE

Working with Dell OEM has also made it simpler for the SII security solutions business to modify its products quickly. “If we need to add a component to our software image or make any other kind of change, the Dell team can typically process the change within a week,” says Stein. “In addition to installing the new image, they will create a new restore CD that can be shipped with the product. That fast response by Dell helps ensure our customers have up-to-date software without having to wait any extra time for their shipments.”

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Richard Stein, hardware/source/lab engineer, Siemens Industry

SIEMENS INDUSTRY LOOKS AHEAD WITH DELL

The SII team plans to build on the success it has achieved so far with Dell OEM. The business unit is investigating opportunities for custom branding and is evaluating the next generation of Dell PowerEdge servers to integrate into its product lines. With help from Dell, the SII team also hopes to further extend its geographic reach. “As long as there are potential threats to large-scale critical infrastructure, there will be a need for robust, intelligent video surveillance

solutions,” says Fountain. “By working with Dell OEM, we can offer our solutions in countries that we couldn’t reach before, and we can provide the responsive support that our global customers need to remain secure.”

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**Siemens Industry, Inc.
Building Technologies Division**



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