Business need
NxtGen’s rapid growth required the company to conceptualize a strategy of working with an OEM provider for servers and services to deliver enterprise-class cloud services.

Solution
NxtGen partnered with Dell OEM Solutions to deploy preconfigured Dell PowerEdge servers on-premises and at the NxtGen data center.

Benefits
- Helps the customer drive revenue growth by 853 percent annually
- Increases expansion through 50 percent faster order fulfilment
- Faster return on investment with 40 percent greater processing power
- Saves millions of dollars on office expansion and manpower requirements at multiple locations
- Enhances customer experience with proactive server management

Solutions at a glance
- OEM Solutions
- Servers
- Enterprise Deployment
- Enterprise Support
- Storage

A.S. Rajgopal, CEO and founder, NxtGen Datacenter & Cloud Technologies

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NxtGen Datacenter & Cloud Technologies (NxtGen), an emerging cloud and data center service provider, conceptualized a strategy to join up with an OEM partner to drive business growth and increase customer value. NxtGen currently has a presence in five cities in India and is set to expand in Southeast Asia and the Middle East. The company faced a challenge when it came to assembling the servers for customers’ private and public cloud infrastructure. Components which were ordered in bulk resulted in long lead times and maintenance of an inventory onsite. Shipment of materials provided to be time-consuming and costly. The lack of a local office in some countries also increased the complexity of conducting business.

Looking for the right OEM provider
A.S. Rajgopal, CEO and founder of NxtGen Datacenter & Cloud Technologies, says, “We wanted to focus on driving sales of our services and reduce the cost of creating the hardware infrastructure for clients. We looked at OEM providers and one of the first things I liked about Dell OEM Solutions was its willingness to start small and grow big. I saw that Dell OEM Solutions was prepared to go an extra mile to help us build our business.”

To complement NxtGen’s unique array of cloud and data center services, the company chose the OEM-Ready Dell PowerEdge R730xd server with Intel® Xeon® processors E5-2600 series. The server offered capacity for 24 drives and a maximum of 768 gigabytes of RAM, which mapped to NxtGen’s business model of storing ‘live’ data on the server to maximize speed. Mr. Rajgopal adds, “It was also possible through the OEM Ready program to have the servers branded to help reinforce our brand identity.”

Faster return on investment with 40 percent greater processing power
NxtGen is now able to deliver its services with a more high-performing and cost-efficient server solution than before. Each OEM-Ready Dell PowerEdge R730xd server can handle an increased workload of 40 percent compared to the previous servers despite CPU usage never going above 24 percent. “We’ve found that our Dell OEM servers pay for themselves a lot sooner because they can cope with much higher workloads than our old servers,” says Mr. Rajgopal.

Enhanced customer experience with proactive server management
Mr. Rajgopal says that in addition to the performance of the servers, the reliability has been excellent. The company uses integrated Dell Remote Access Controller (iDRAC) to proactively manage the servers, which delivers almost 100 percent uptime for customers. “Our clients get a great customer experience because we can proactively manage the hardware behind our services with iDRAC,” he comments.

Increasing revenues through 50 percent faster order fulfilment
Today, both customers and NxtGen are benefitting from the use of Dell Configuration Services as part of the Dell OEM Solutions package. The servers are shipped directly from the factory to customer sites where they are often racked by Dell Deployment Services engineers, while post-sales assistance is provided through Dell ProSupport for OEM.

As a result of the partnership with Dell OEM, NxtGen has been able to cut order lead times by 50 percent. Furthermore, with no inventory to maintain, there has also been a 10 percent reduction in overhead costs.

“We can install our servers 50 percent faster with Dell OEM Solutions and launch customers’ cloud services that much quicker,” he says. “The sooner the cloud is in place, the sooner we can start billing — and for every month we get 8 percent additional revenue.”

Helping drive 853 percent business growth a year
NxtGen continues to expand rapidly working with Dell OEM Services. They just started to offer Dell Storage SCv2000 Series arrays to customers. “The company can now match the 853 percent rate of growth in revenues of the past 12 months with OEM support,” says Mr. Rajgopal. The relationship will drive growth in the Southeast Asia and the Middle East without the need for local offices. Mr. Rajgopal adds, “Setting up an office abroad could cost US$500,000. We avoid that cost because Dell OEM Solutions helps us with compliance and billing when we target new export markets.”

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