



Appliance developer accelerates growth through quicker fulfilment

Appliances provider in Spain reduces delivery lead times by around 50 per cent with support from Dell OEM Solutions



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Ignacio Gilart Iglesias, Co-Founder, WhiteBearSolutions

Customer profile



Company	WhiteBearSolutions (WBSgo)
Industry	Technology
Country	Spain
Employees	10
Website	www.whitebearsolutions.com

Business need

WhiteBearSolutions (WBSgo) wanted to improve customer services by reducing delivery times for its IT appliances. It also looked to provide responsive support to clients worldwide.

Solution

The company worked with Dell OEM Solutions, which offered a flexible platform built on Dell™ PowerEdge™ servers and an efficient support network for global expansion.

Benefits

- WBSgo reduces delivery times by around 50 per cent
- The company can increase development resources by around 30 per cent
- WBSgo customers gain almost 10 times greater appliance performance
- WBSgo offers its partners an extra three months' warranty
- Business gains support on regulatory requirements in new markets

Solution areas

- OEM Solutions

WhiteBearSolutions (WBSgo), headquartered in Madrid, is an IT company that develops appliance and open source solutions for a wide range of companies. Launched in 2003, it has two main products – Wiam, a security solution for identity and access management, and WBSAirback, a unified system for managing and protecting data.

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The firm, which has a second office in Extremadura, western Spain, has seen growth of around 20 per cent year on year and plans to target new markets in the United States, Latin America and Europe.

At the heart of WBSgo’s success is a business model that offers customers a low total cost of ownership (TCO). When they purchase a WBSgo solution – which comes as a complete package, including the appliance platform and support – they don’t have to pay for a licence. They pay only for the level of service required. Ignacio Gilart Iglesias, Co-Founder, WhiteBearSolutions, says: “A big part of our success in reducing the TCO is our alliance with Dell OEM, because it allows us to reduce manufacturing costs and focus on developing our products.”

Company gains better global solution with Dell OEM Solutions

When WBSgo looked for an OEM solution provider, it considered proposals from Supermicro, MBX and Dell. “It didn’t take long for us to see that Dell offered a better global OEM solution,” says Gilart. “Apart from providing the technology platforms for our appliances, Dell OEM Solutions could provide global support to help us develop into new markets. We also liked the fact that we could order whatever quantity of Dell products or servers we needed without a minimum initial order.”

Customer can increase development resources by around 30 per cent

WBSgo can focus resources on developing its solutions by allocating more employees to software development instead of building appliances. Today, the company orders Dell™ PowerEdge™ R210 servers with

Intel® Xeon® processors 3430 series, Dell PowerEdge R410 servers with Intel® Xeon® processors 5620 series and Dell PowerEdge R510 servers with Intel® Xeon® processors 5620 series from Dell OEM Solutions. Occasionally, it requests Dell PowerVault™ MD1200 direct attached storage for clients. Gilart says: “With Dell as our OEM partner, we’re focusing around 30 per cent more resources on development. Plus, our appliances have increased their performance by almost 10 times, giving clients greater value.”

Technology in practice

Services

- Dell Support Services
 - Dell ProSupport™ with Mission Critical
 - Dell ProSupport with Next Business Day Onsite Service

Hardware

Dell™ PowerEdge™ R210 servers with Intel® Xeon® processors 3430 series

Dell PowerEdge R410 servers with Intel® Xeon® processors 5620 series

Dell PowerEdge R510 servers with Intel® Xeon® processors 5620 series

Dell PowerVault™ MD1200 direct attached storage

WBSgo cuts customer lead times by around 50 per cent

When a customer orders a complete solution, WBSgo delivers it in half the time. "We've reduced our delivery lead times by around 50 per cent with Dell OEM Solutions," says Gilart. As soon as an order is received, WBSgo places a request for a server and its specific configurations with Dell. The advantage for WBSgo is that it can tailor each request to the needs of the appliance, specifying processor type, memory, disks and optional connectivity cards. Dell OEM Solutions personalises the front bezels with the company badge and the equipment arrives in unbranded boxes. WBSgo simply installs the software and then adds a company logo to the box before shipping the appliances to clients. "We can respond quicker to new business opportunities with our Dell OEM Solution, giving us a highly competitive solution," says Gilart.

Dell ProSupport optimises solution performance

Because of the flexibility of Dell support, WBSgo has the choice of Dell ProSupport™ with Mission Critical or with Next Business Day Onsite Service according to the level of support required by its clients. In addition, with Dell support teams in 180 countries worldwide, local assistance is always on hand. Gilart says: "We can develop new markets worldwide with total peace of mind, knowing that Dell OEM Solutions will help us with support and regulatory requirements."

OEM solution
cuts order
times by
around half

Delivery times
reduced

50%

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WhiteBearSolutions*



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