Hewlett Packard Enterprise

CDW creates new branch office market opportunities with HPE ProLiant Easy Connect

Enables advanced compute for remote sites and branch offices with no IT staff

Objective
Address customer need for simplified, cost-effective IT solution to run workloads at the edge where IT resources are lacking or limited

Approach
Provide managed IT service based on HPE ProLiant Easy Connect Managed Hybrid Server powered by the Intel® Xeon® processor, with integrated compute, storage and networking, and Zynstra virtualization and cloud management software

IT Matters
- Provides complete IT solution with no need for onsite IT staff
- Allows customers to run advanced applications at the edge
- Improves flexibility for customers to match system configurations to their unique workloads
- Eliminates day-to-day IT administration for end customers

Business Matters
- Opened new market opportunities
- Increased sales pipeline, driving higher revenues
- Reduced TCO for end customers

IT-in-a-box opens new market opportunities

CDW is a leading multinational force in delivering technology solutions for business, government, education and healthcare. The company solves many complex IT problems, but increasingly its retail customers were coming to CDW with a perplexing challenge: how to run demanding IT in numerous stores that had no IT staff onsite. Traditional approaches to IT were simply too complicated, costly, and resource-demanding. However, when Hewlett Packard Enterprise

(HPE) introduced the HPE ProLiant Easy Connect Managed Hybrid Server, powered by the Intel® Xeon® processor, CDW had the perfect answer.

With HPE ProLiant Easy Connect, CDW could provide a managed IT solution that can be installed practically anywhere in the store due to its compact size, and then be managed remotely by CDW. The customer wouldn't have to lift a finger or deal with big capital outlays. It opened up a whole world of opportunities for filling a retail niche that CDW had long been pursuing — and more.

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— Ian Dorrell, Data Center Sales Specialist, CDW

Ian Dorrell, CDW's data center sales specialist, explains, "We found HPE ProLiant Easy Connect to be a natural fit for our retail vertical business. But as we understood more about the solution, we quickly saw other use cases in manufacturing, hospitality, education, healthcare and other verticals. The opportunity became much bigger than we originally anticipated."

For example, CDW has a manufacturing customer with 70 sites across Europe. The customer requires high quality IT services in all those sites, but it doesn't have dedicated local IT staff to support each site and ensure it is secure and compliant. HPE ProLiant Easy Connect proved to be the ideal solution because it is purpose-built for remote offices and branches, delivering automated patching and configuration management across sites.

"The ability to remotely manage a complete, virtualized package of compute, storage and networking is really the key," says Dorrell. "If a customer tried to keep 70 sites all consistently up-to-date with the same OS or firmware it would be impossible. But with HPE ProLiant Easy Connect, everything is controlled centrally. Software and firmware updates are automatically uploaded over a secure network connection. The customer doesn't have to worry about that kind of day-to-day administration."

Unique solution provides competitive advantage

For CDW, HPE ProLiant Easy Connect provides a distinct competitive advantage over other IT service providers. With an intelligent automated architecture and managed service delivery model, CDW presents its customers with a compelling total cost of ownership (TCO) compared to the traditional IT stack most competitors offer. As a managed service, there's no capital expense. Yet, HPE ProLiant Easy Connect running on the Intel® Xeon® processor provides CDW with the flexibility to offer its customers different

Customer at a glance

Application
- Remote Office/Branch Office (ROBO) computing

Hardware
- HPE ProLiant Easy Connect Managed Hybrid Server
- Intel® Xeon® processor

Software
- Zynstra

models and subscription options depending on the performance, capacity, and availability demands of their workloads.

"We don't see anything else on the market right now that measures up to HPE ProLiant Easy Connect," Dorrell asserts. "It really gives us a great story to tell our customers from a tier-one vendor like HPE. The Zynstra's Cloud Management software is the secret to managing the solution through the cloud, and the HPE brand assures customers that it's built on a reliable platform."

He adds, "HPE ProLiant Easy Connect has prompted a noticeable difference in customer thinking. It's opened their eyes to a new kind of IT and created opportunities for CDW with businesses that might not have even considered us before."

As HPE's biggest partner globally, CDW is very closely aligned with the HPE portfolio and brings both deep knowledge of HPE platforms and extensive vertical market expertise. As HPE continues to introduce new offerings within the HPE ProLiant Easy Connect family, Dorrell sees the market opportunities only getting better.

"Being able to offer HPE ProLiant Easy Connect has already increased our pipeline," he reports. "As new innovations and capabilities come from HPE, we're confident that HPE ProLiant Easy Connect will help CDW expand market share and grow revenues even further."

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