DELL EMC

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IGNITING GLOBAL GROWTH

Cloudistics brings its superconverged appliance to customers quickly and cost-effectively with Dell EMC OEM

cloudistics   Technology | United States

Business needs

Cloudistics needed to create and ship its superconverged appliance to global customers faster and easier.

Solutions at a glance

- Data Center
    - Dell EMC Networking S4048-ON switches
    - Dell EMC PowerEdge FX
- OEM Solutions

Business results

- Speeds global growth
- Cuts operational costs

- Gives customers more confidence with reliable hardware

Reduces the time to create, package and ship by

90%

Gains

a competitive advantage

Cloudistics isn't your typical software company. Instead of providing standard software, the organization specializes in offering superconverged solutions — software-driven platforms that converge network, storage, compute and virtualization into a unified appliance managed from the cloud.

It's clearly a model that's working, as the company has experienced growing demand for its flagship Ignite superconverged solution for the past several years. But meeting customer demand for the solution has been challenging for Cloudistics. "We are a startup with limited resources, and that makes it difficult to create and ship our products quickly and in large volumes," says Marc Mombourquette, the company's senior director of marketing. For example, working with its hardware vendor, Cloudistics typically spent four days assembling and shipping a completed Ignite system. "That was too much time. If we wanted to build and ship 20 solutions in a few days to meet demand, we had no way of doing that," says Srinidhi Varadarajan, CTO and founder of Cloudistics.

To solve this challenge, Cloudistics sought a new technology partner. "We are very focused right now on growing across North America and Europe, and we needed a partner with global reach," Mombourquette says. Cloudistics also wanted to ensure that the new partner offered the best technology. "We are creating an entirely new platform for the Hyperscale Converged Cloud space, so reliable, high-performance hardware is essential," he says. "We also wanted to work with a well-known vendor, because we knew that would increase our customers' confidence."

Working with Dell EMC OEM to streamline solution assembly and shipping

Cloudistics had used Dell EMC servers for several years and was impressed with the performance of those solutions. "We had a great experience with Dell EMC as far as technology and support," says Varadarajan. "We also knew it was going to be in the server, storage and networking

space for a long time. We were confident in choosing Dell again." Specifically, Cloudistics decided to partner with Dell EMC OEM Solutions, a provider of manufacturing, engineering, distribution and support to global customers.

A Dell EMC OEM team assists Cloudistics in building the Ignite superconverged appliance and shipping it directly to Cloudistics customers. Dell EMC OEM integrates Cloudistics software into the solution on Dell EMC hardware, rebrands the solution as a Cloudistics appliance, creates custom packaging, and ships directly to Cloudistics customers in North America and Europe.

Taking advantage of the modularity and flexibility of Dell EMC PowerEdge FX

Each Ignite appliance is based on the Dell EMC PowerEdge FX architecture, a modular solution with server, storage and networking blocks combined into a compact 2U rack chassis. "We needed a solution that gave us remote management capabilities, but that was also very scalable so we could expand compute resources on demand," Varadarajan says. "We found that in the Dell EMC PowerEdge FX."

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> CTO and Founder, Cloudistics

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Cloudistics uses a Dell EMC PowerEdge FX chassis with Dell EMC PowerEdge FC430 servers, powered by Intel® Xeon® processors, for the compute layer. "We liked the density of the 2U form factor," says Varadarajan. The appliance also includes an FX chassis with Dell EMC PowerEdge FC630 servers and FD332 storage nodes for the storage layer. Varadarajan continues, "We chose the PowerEdge FC630 and FD332 servers because they can support the large amounts of I/O the appliance requires."

In addition, Cloudistics takes advantage of Dell EMC Networking S4048-ON switches for chassis connections. "Running a software-defined environment requires open networking switches like the Dell EMC Networking S4048 switches," says Varadarajan. "These switches enable improved application performance and ease of management, and they help us ingest more data at faster speeds."

Accelerating global growth

Cloudistics can meet its ambitious growth needs. "We are able to speed our global growth by working with Dell EMC OEM," says Varadarajan. "The assembly, rebranding and shipping assistance we get from Dell EMC OEM, along with the global reach, means we can scale our Ignite solution faster. We now have a complete supply chain that enables us to operate much leaner than we could before."

Cutting assembly and shipping time by 90%

The company significantly reduces its time-to-market by relying on Dell EMC OEM. "If we didn't have Dell EMC OEM to do everything from system firmware to branding to shipping, it would not be feasible to get our product to our global customers," says Varadarajan. "We eliminate 90 percent of the time we used to spend creating, packaging and shipping an Ignite appliance by working with Dell OEM."

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Cloudistics is also cutting operational costs. "The costs would be enormous without Dell EMC OEM," Varadarajan says. "To scale the product, we'd have to hire more people at each stage, adding more costs along the way. Eventually, we would have to pass those costs on to our customers."

Inspiring customer confidence

Cloudistics can also give its customers more confidence in Ignite. "We definitely get the technology performance and reliability we need with Dell EMC hardware," says Varadarajan. "With the Dell EMC PowerEdge FX architecture, we get one of the best-performing solutions on the market. By leveraging the design and quality and reputation of Dell EMC, we can make sure our customers are confident in our solution. As a startup, we definitely see the value in that."

Intel Inside®. Powerful Solution Outside.

Delivering a powerful superconverged solution

By integrating its virtualization software with a Dell EMC hardware platform, Cloudistics is giving its customers a powerful superconverged solution that is easy to use. "We're taking the complexity out of IT with Ignite," says Mombourquette. "Combining our software with Dell EMC hardware, we're enabling customers to converge an entire data center stack of multiple components down to a single appliance. As a result, our customers can do more with less. And that also gives us a competitive edge in our industry. We are the first to offer a superconverged platform that is a tightly integrated software/hardware solution. This integration with the Dell EMC hardware line delivers market leading performance at a better price which is a big differentiator for us."

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Marc Momourquette
Senior Director of Marketing, Cloudistics

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