DELL EMC

intel®

LOOKING FOR A SUPPLIER, FOUND A STRATEGIC PARTNER

When BCDVideo contacted Dell EMC for entry-level servers, it found much more than that: a strategic OEM partner able to not only supply its needs but also open doors to innovation and new opportunities

BCDVIDEO™
PURPOSE-BUILT, PERFORMANCE DRIVEN

Security & Surveillance | United States

Business needs

As a leading global supplier of OEM video surveillance solutions, BCDVideo had to find a new supplier of entry-level servers when its existing supplier left the market.

Solutions at a glance

- Client Solutions
  - Dell OptiPlex desktops
  - Dell Precision workstations
- Data Storage
- Hyper-converged Infrastructure
- Networking
- OEM
- ProSupport
- Servers and Systems Management
- Video Surveillance

Business results

- Saves up to 30% on components

- Improves component standardization

- Drives innovation and new revenue opportunities

- Accelerates cash flow with faster turnarounds

- Simplifies inventory management

- Provides global support and globally consistent platforms

"*We expect sales to double, even triple, in the coming year, driven by our Dell EMC strategic relationship.*"

Jeff Burgess
President and CEO, BCDVideo

When Chicago-based BCDVideo, a value-added global supplier of IP video surveillance recording solutions, lost its long-time source of entry-level servers, it contacted Dell EMC OEM for solutions. What it didn't realize at the time was that the call would quickly open doors for the company to all kinds of innovation possibilities for its products, plus a flood of new sales opportunities.

Before then, BCDVideo exclusively used hardware components from Hewlett Packard Enterprise. But HPE decided to exit its entry-level server business, which prompted BCDVideo to seek an alternative supplier. Jeff Burgess, president and CEO of BCDVideo, is delighted at the fruit born of what's turned out to be the company's best strategic business decision so far. "Our business has been transformed since we started what's clearly become a strategic partnership with Dell EMC," he says. "New opportunities are emerging almost daily with Dell EMC, expanding our customer base and market share." Looking further down the road, Burgess sees an even brighter future. "We expect sales to double, even triple, in the coming year, thanks to our Dell EMC relationship," he says. "Had I known what I know now about Dell EMC, I would have engaged them years ago."

Video surveillance, a fast-growing, global market

Founded by Burgess in 1999 to build high-availability servers for Fortune 500 companies, the firm, then called Burgess Computer Decisions, turned its attention to the video surveillance market in 2008, renaming itself BCDVideo.

Known across the industry as both an innovator and disruptor, BCDVideo has 70 employees and continues to expand globally. It counts more than 70,000 installations of its systems in nearly 60 countries. They can be found keeping watch in airports, casinos, hospitals, prisons, retailers, schools, universities, stadiums and many other locations.

As Burgess explains, "Today's IP-based surveillance solutions are far more sophisticated and have complex network and storage requirements. These solutions must also be secure by design to minimize their attack surface." As the industry transitions from analog to IP solutions, the synergy between Dell EMC OEM and BCDVideo delivers a highly optimized, secure and manageable solution that meets the stringent requirements that IT departments demand. "We can drive innovation in our solutions, given the technology innovations that Dell EMC is constantly making in its own portfolio," Burgess says.

> *"Our business has been transformed since we started what's clearly become a strategic partnership with Dell EMC."*
>
> **Jeff Burgess**
> President and CEO, BCDVideo

D&LLEMC

> **"**We can drive innovation in our solutions, given the technology innovations that Dell EMC is constantly making in its own portfolio.**"**
>
> **Jeff Burgess**
> President and CEO, BCDVideo

> **"**I've been in the computer industry for nearly 40 years and have never seen supplier support come close to what we get. Dell EMC is everything its competitors aren't.**"**
>
> **Jeff Burgess**
> President and CEO, BCDVideo

Making deployments easy for integrators

BCDVideo's value to its security integrator clients is the "easy button"—that is, doing business with the company is as streamlined as possible.

For example, BCDVideo delivers completely customized solutions in as little as two days. It also guarantees the solution's performance, optimized to the specific video management system (VMS) that the solution uses. This velocity helps it to accelerate cash flow, for both itself and its clients.

Finally, it offers a first line of support, which allows integrators to have faster time-to-revenue, reduce their support costs and provide a superior customer experience. "We deal directly with authorized security integrators, doing all we can to make their deployments fast, easy and, most of all, profitable, while taking away their pain points," Burgess says.

"In particular, we design and build our solutions to be trouble-free, with the lowest five-year total cost of ownership. We've tested them thoroughly, and they are certified by the major VMS suppliers, so as far as our integrators and their customers are concerned, they just work."

Opening the door to innovation and opportunity

"At first, we just wanted Dell EMC to supply our entry-level servers, which are critical for solutions involving fewer than 50 cameras," Burgess says. "From the first call, we were impressed that they had taken the time to do their homework and thoroughly understand our business. That's a lost art. Plus, the flexibility within the Dell EMC portfolio made us realize how we can drive innovation in our solutions."

DELLEMC

Within months of working with Dell EMC, BCDVideo expanded the types of hardware products it was putting into its solutions to include: higher-performance PowerEdge server models, hyper converged infrastructure (HCI), Isilon network-attached storage and Dell EMC Networking switches.

The company also started using Dell OptiPlex desktops, Dell Precision workstations and various models of Dell monitors for client viewing stations. "I'm quite familiar with all the other hardware suppliers out there, and my Dell EMC prices average about 30 percent less than the competition," Burgess says.

Five-year ProSupport plans are standard and provide Next Business Day Onsite Service to just about anywhere in the world.

Burgess notes that his first-line support team finds the embedded iDRAC (integrated Dell Remote Access Controller) tool to be indispensable for remote troubleshooting and fixing performance-related issues. This has significantly reduced the costly dispatch of his own technicians, with a positive impact on the company's bottom line.

Transforming the business and growing sales

"Our business has been transformed since we started what's clearly become a joint initiative with Dell EMC," Burgess says. "We can drive much more standardization across all our solutions, which helps simplify our inventory management. Plus, we save significantly on component pricing. That's huge for us and for our customers."

What's even bigger for BCDVideo has been the doors that Dell EMC continues to open. "We're revolutionizing business inside and out with what Dell EMC brings us," Burgess says. "I've been in the computer industry for nearly 40 years and have never seen supplier support come close to what we get. Dell EMC is everything its competitors aren't."

Learn more about
Dell EMC solutions

Contact a Dell EMC Expert

Connect on social

D≪LLEMC

(intel)