Vital Images delivers high-performance medical imaging solutions on HPE servers
Leverages HPE OEM program to scale business globally

Objective
Deliver industry-leading high-performance medical imaging solutions worldwide to improve patient outcomes

Approach
Leverage HPE ProLiant server technology and HPE OEM program and to provide reliable solutions backed by local customer support

IT Matters
• HPE Foundation Care enables support for customers globally

• Clear product roadmaps avoid parts shortages and allows Vital Images to swiftly leverage emerging technologies

Business Matters
• The speed and reliability of the HPE servers enhances diagnostic confidence for users

• HPE brand provides market differentiation

Vital Images has set the industry standard in next-generation, advanced visualization software. In order to globally scale its business, the company relies on the HPE OEM program to deliver and support customized servers server configurations based on HPE ProLiant servers with Intel® Xeon® processors.

Vital Images, Inc., a Toshiba Medical Systems Group company, is a leading provider of medical imaging and analysis solutions to help healthcare organizations deliver exceptional care while optimizing resources across multi-facility organizations.

The company's Vitrea® Advanced Visualization software enables the visualization and analysis of 2D, 3D, and 4D images of anatomy and physiological functions using computed tomography (CT) and magnetic resonance imaging .(MRI) scan data. This gives medical specialists time-saving, Web-accessible tools for greater diagnostic confidence by enabling the care team to see more information and make more efficient measurements.

> "We've been relying on HPE servers for nearly 15 years because of the reliability and power they provide to enable fast and efficient image rendering. HPE has always been open to creating custom builds for us that accommodate our image processing requirements, and the HPE OEM program works closely with our internal processes to help us streamline operational efficiencies in developing and delivering our image rendering servers."

— Jeremy Rollie, Director of Operations for Vital Images

For its powerful imaging solutions, Vital Images needed a server platform with the processing power to handle image rendering and processing. And in order to continue scaling its business global, the company needed a technology partner that could offer worldwide support and logistics.

With those requirements in mind, Vital Images partnered with HPE to take advantage of the OEM program and the ProLiant server platform.

Deploying integrated image rendering servers

"We've worked with different workstation and server vendors in the past, but HPE provides us with the flexibility we need to tune our servers to address the unique needs of medical imaging," says Jeremy Rollie, Director of Operations for Vital Images.

"Our solutions require high-end processors and the ability to process algorithms optimized to scan specific parts of the human anatomy," says Rollie. "We include graphics cards in each server build, and work closely with HPE to configure the servers with high-speed processors, massive amounts of RAM, and high-end graphic cards so we can support all the demands of medical imaging in a single platform."

To meet their individual needs, the company offers its customers flexible server configuration options based on HPE ProLiant DL360 and ProLiant DL380 servers with Intel® Xeon® processors. The servers are supported by HPE Foundation Care.

HPE technology and services help deliver, manage, and support solutions worldwide

"HPE understands our need to optimize our business processes and integrate them with HPE OEM program processes so we can efficiently deliver our Vitrea software on HPE platforms backed by HPE service offerings," says Rollie.

Customer at a glance

Application
- Vital Images Vitrea Advanced Visualization Software

Hardware
- HPE ProLiant DL360 Gen9 Servers
- HPE ProLiant DL380 Gen9 Servers

Software
- HPE Integrated Lights Out
- Microsoft Windows Server 2012 OS

Services
- HPE Foundation Care

Vital Images works with HPE Platinum Reseller Insight to process orders and ship image-rendering servers to customers. Vital then remotely loads and configures its software on the server, providing customers with fast and efficient product delivery.

"HPE works with us to optimize business processes and develop SKUs for each configuration so that ordering and delivery is in an efficient process," says Rollie. "Customers can buy our products directly from us or from one of our distributors, and we've established global SKUs, which is particularly important for a company like us that has so many distribution relationships worldwide. This process efficiency helps us work closely with our distributors and serve customers globally."

Each HPE ProLiant server with the Intel® Xeon® processor includes HPE Foundation Care to help simplify support for Vital Images customers. "We automatically include three years of HPE Foundation Care at no additional cost," explains Rollie. "This makes it easier for customers worldwide to get the support they need, and because Foundation Care is available worldwide, it allows us to more effectively support our customers globally."

Vital Images streamlines management of the servers using the HPE Integrated Lights Out (iLO) management tool to manage and monitor the status of server operations remotely and update software. "HPE offers a consistent management interface so we can remotely monitor and manage deployed servers," says Rollie. "It has been sustained across multiple server platforms we've used from HPE through the years, allowing us to efficiently maintain and update our customers' servers."

Staying ahead of technology advancements with OEM program

What's more, the HPE OEM program allows Vital Images to stay ahead of technology advancements. "We've been able to maintain high performance levels over time," says Rollie. "As we change configurations to address technology evolutions and market requirements, we work closely with HPE to ensure that we still deliver industry-leading performance levels."

Vital Images also works closely with HPE to evolve the server platforms. "HPE provides us with well-defined roadmaps that we synchronize with our software development programs so we can leverage technology advances," explains Rollie. "A clear roadmap also helps us better serve our international customers and protect ourselves from parts shortages. Participating in the HPE OEM program is vital to our business success because it allows us to streamline customer support and deliver turnkey solutions to customers worldwide."

He continues, "Our customers demand the highest reliability levels, and we leverage the reliability of our HPE servers as a differentiating point for our medical image solutions. The HPE brand has great weight in the healthcare industry, and many of our customers have standardized on HPE infrastructure so delivering our solution on HPE platforms often contributes to our sales success."

Learn more at
hpe.com/partner/OEM

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