MBX Systems doubles new business for its custom-built server appliances

HPE OEM-Integrator standardizes on HPE servers for Tier 1 hardware solutions

Objective
Increase revenue and capture global market share

Approach
Partner with the HPE OEM-I program to increase reliability and drive international growth

IT Matters
- Accelerates the delivery of proven server platforms
- Simplifies the transformation of server platforms into customer appliances
- Proactive platform analysis prevents problems and streamlines support

Business Matters
- Enables global delivery and support of bundled appliances
- Increases the value of MBX solutions by leveraging the value of the HPE brand
- Helped MBX increase new business revenues from its custom server appliance business by 106%
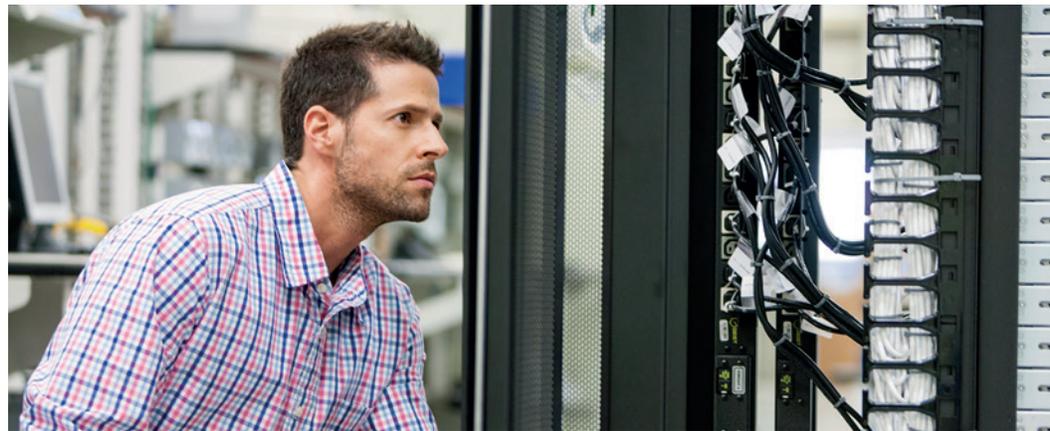
MBX manages hardware appliance programs for ISVs and service providers, and had been leveraging white box platforms until it entered the HPE OEM-I program. MBX now standardizes primarily on HPE ProLiant servers with the Intel® Xeon® processor as the Tier 1 platform for most of its customers. In its first full year as an HPE OEM-I partner, MBX has increased new business revenues from its server appliance business by 106%.

Independent software vendors (ISVs) and service providers rely on MBX to configure hardware platforms optimized for their software's performance. This allows MBX customers to stay focused on developing and selling their software, while MBX serves as their hardware partner.

Case study
MBX Systems

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> "The relationship we've now forged as an HPE OEM-I partner broadens our customers' options for Tier 1 servers. MBX's partnership with HPE OEM also provides us with access to additional HPE products, services, and warranty support and enables our customers to more easily expand into new global markets."

— Chris Tucker, Vice President, Customer Engagement for MBX Systems

Before becoming an HPE OEM-I partner, MBX had primarily relied on server platforms from Supermicro but recognized the appeal of Tier 1 servers for its customers' worldwide software sales channels. "From platform engineering, custom branding, and manufacturing to global inventory management and warranty support, we want to be there for our customers every step of the way," says Chris Tucker, Vice President for Customer Engagement for MBX Systems.

The company evaluated Tier 1 server suppliers and developed an OEM relationship with HPE to take advantage of the HPE OEM-I benefits, including broad global support. "Since many of our customers are considering global expansion, we wanted to partner with a company that offered a solid plan for global availability and that was focused on serving the OEM channel," states Tucker.

He continues, "HPE OEM has an international focus, understands the business models of OEM partners, and offers a wide range of Tier 1 servers certified for use worldwide. When one of our customers is evaluating global expansion, we don't want to have to evaluate whether a hardware platform is certified for certain European or Asian markets. HPE OEM provides us with a broader approach to global markets and offers approved platforms throughout the world backed by strong service and maintenance programs."

MBX now standardizes on HPE servers as the default Tier 1 platform for most of its customers, currently relying primarily on HPE ProLiant DL380, HPE ProLiant DL360, and HPE ProLiant DL180 servers with Intel® Xeon® processors. "HPE OEM has a strong and consistent focus on the channel, while other Tier 1 server vendors we evaluated have more of a wild west approach," says Tucker. "MBX creates Tier 1 platforms that we tailor to the needs of each ISV and service provider customer. Our customers appreciate the reliability of HPE servers and view them as a way to enhance the value of their bundled solutions and make their appliances easier to market."

Configuring tailored appliances

MBX delivers turnkey hardware solutions that are engineered to enhance the performance of the application they are running. Value-added services such as branding, software imaging, global logistics, and warranty support relieve service provider and ISV customers of hardware responsibilities.

"Partnering with HPE OEM streamlines production for MBX by eliminating the need to assemble and integrate hardware components," says Tucker. "We receive the HPE servers configured exactly as we want them, and then install the customer's software, custom-brand their bezels, and test everything before shipping the finished systems."

Customer at a glance

Hardware
- HPE ProLiant DL380 Gen9 Servers
- HPE ProLiant DL360 Gen9 Servers
- HPE ProLiant DL180 Gen9 Servers
- HPE Apollo Systems
- HPE Edgeline Systems

Services
- HPE Foundation Care Services
- HPE Proactive Care Services

All HPE servers offer cross-border warranties, so MBX customers can sell their products in any countries they choose without worrying about which countries their systems are certified for, Tucker notes, "Our HPE warranties are transferable to other countries, so our customers are comfortable with deploying their appliances worldwide."

MBX purchases HPE Foundation Care Service for each HPE server with the Intel® Xeon® processor to leverage comprehensive support including remote diagnosis and onsite repair if necessary. "Customers demand around-the-clock reliability for Tier 1 servers, and HPE Foundation Care allows us to provide the global support they need while controlling our service costs," explains Tucker.

All of these factors further cement MBX's reputation in the market, where it occupies a unique position as a hybrid between volume builders that offer a finite number of platform configurations to maintain quality and smaller boutique manufacturers that offer greater platform and server customization at the expense of efficiency and consistency.

In its first full year of participating in the HPE OEM-I program, MBX increased revenues from new customers by 106%. The company expects that growth to continue as well as accelerate. Tucker concludes, "Our relationship with HPE OEM gives us a strong Tier 1 hardware option, lets us help our customers address global markets, and helps speed time to market by streamlining our manufacturing process. Combining these benefits with our value-added services such as custom branding and flexible inventory programs helps advance our position in the marketplace and ensure that our customers get the best possible solution for their hardware needs."

Learn more at
hpe.com/partners/oem

Hewlett Packard Enterprise