



# Intel® Server Products Fuel Rapid Expansion at Digital Henge\*

Located in Seoul, Korea, Digital Henge brings to market a family of servers based on powerful Intel® Xeon™, Intel® Itanium® and Intel® Pentium® III processors. Digital Henge builds its products on Intel server products because of their exceptional performance, quality, reliability and price, as well as the comprehensive support that Intel provides to its reseller community. Now, the company's Intel-based servers are bringing exceptional levels of performance to its customers at a very affordable price, allowing Digital Henge to expand its business rapidly and become even more profitable than before.

## An Evolving Business

Digital Henge's product line includes four-way Innovation (Inno) servers and two-way Revolution servers (Revo)—both based on Intel Xeon processors—as well as numerous networking and storage hardware solutions. Currently, 70 to 80 percent of Digital Henge's US\$12 million annual revenue comes from the company's Intel processor-based server offering.

**“Intel provides the industry's highest quality server components. Due primarily to the popularity of our Intel®-based servers, we are projecting an aggressive revenue increase—from \$12 million this year to over \$17 million in the coming year.”**

**Ho Keun Choy**  
Director  
Digital Henge

## Price and Performance Surpass the Competition

Digital Henge was pleased to discover that servers built on Intel® architecture offer outstanding price/performance. With their exceptional reliability and manageability, Intel-based servers provide the versatility and dependability required by today's demanding enterprises—and Digital Henge's customers.

**“It was initially challenging to compete with the more established server vendors in Korea. However, by using Intel® server technology, we can provide servers with more powerful features—at a much lower price than our competitors. Our customers are impressed with our server quality and are extremely loyal to our brand.”**

**Ho Keun Choy**

## Digital Henge Builds on the Intel Reputation

By delivering a wide array of compelling marketing materials, as well as comprehensive advertising and promotional campaigns, Intel provides invaluable support to Digital Henge in building its server business. In addition, Digital Henge became a member of the Intel® Premier Provider Program. Specifically designed to help Premier Providers strengthen their businesses and grow revenue, this program offers a wide variety of relationship, technical and marketing benefits to Intel Premier Providers.

**“The strength of the Intel® brand alone helps our business tremendously. Because Intel has such a vast, global presence, it can help us market and support our systems more effectively. It is factors such as these that make our Intel-based servers very easy to sell—and our business easier to expand.”**

**Ho Keun Choy**

## Banktown Selects Intel-based Platform for Internet Banking

Banktown, currently the number-one banking Application Service Provider (ASP) in Korea and one of Digital Henge's customers, provides the first government-certified Internet banking solution to 18 of the largest banks in Korea. With plans to expand into the Korean insurance market, as well as into other countries, Banktown needed a server solution to match its market-leading position.

Banktown had previously based its business on UNIX\*, but determined that new UNIX-based servers were too expensive and could not provide the reliability needed to address these lucrative new opportunities. Banktown examined the price and performance of the various options available in the market and quickly decided to move to an Intel architecture-based platform.

**"We needed a solution that could deliver an extremely robust, secure and reliable platform at a realistic price. These criteria led us directly to Digital Henge and Intel®."**

**Michael Lee**  
General Manager  
Banktown

## Stability and Scalability Allow for Rapid Expansion

Digital Henge reports that it was able to provide Banktown with 41 two-way Intel processor-based Revo servers for one-sixth of the amount that the company had previously paid for only four UNIX-based servers. Because the new servers can handle more concurrent users with increased reliability, Banktown's customers have benefited from faster response times and a more stable system—and Banktown can meet its growth goals.

**"The new Intel® processor-based servers allow us to serve more customers than ever before. We can easily branch out to offer our services to insurance companies across Korea and around the world—confident that we will be able to handle increased demand."**

**Michael Lee**



### Intel Reseller Products Group

INTEL RESELLER CENTER

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