

Case Study

GBS Computers
Intel® Modular Server

Expandable Server,
Exceptional Value for SMBs

“This was my first time assembling the Intel Modular Server. I was able to put together the entire system in my shop in a few hours using point-and-click tools, then dismantle it, bring it to the customer site, and reassemble to be quickly up and running.”

*– Bob Richards, Founder
GBS Computers*

The Intel® Modular Server Helps Reseller Win New Business and Support Expansion

Reseller GBS Computers increases sales using the Intel® Modular Server to deliver business in a box for rapidly growing SMB customers.

Challenge	GBS Computers needed a highly flexible server solution for SMB growth customers with business expansion constraints.
Solution	The Intel® Modular Server, built on Intel® Multi-Flex Technology, minimizes complexities and integration issues to seamlessly grow with the business.
Benefits	The right combination of expandability, simplicity, and value gives GBS Computers an opportunity to provide additional value to new and existing customers.

For one Intel reseller, a trip to the local animal clinic became the cat’s meow. When Bob Richards, owner of Connecticut-based reseller GBS Computers, took his daughter’s kittens to the veterinarian for routine shots, he learned the hospital was planning to triple its size and services. Richards inquired about IT upgrades and whether his company could submit a bid for doing the work. New software requirements and space and budget constraints were expected to add complexity to the hospital network. Instead, an Intel® Modular Server became the ideal solution for this growing business.

Intel Modular Server Beats out the Competition

The animal hospital was expanding to include state-of-the-art digital diagnostic equipment and more treatment facilities. What would not be expanding was the small server room used to house a Windows .NET server* and other systems. The confined physical space was not big enough for more equipment, yet the incoming diagnostic machines and specialty software would require an additional dedicated server.

"The hospital had an IBM server and some legacy Dell systems, and typically worked with another vendor selling Dell products. After learning of the project requirements, I submitted a proposal to help with the hospital's workflow, software and space limitation, and server issues. My bid was significantly lower and more comprehensive than those including IBM and Dell blade servers, and I won the business," explains Richards.

Richards implemented the Intel Modular Server, complete with computer, storage, networking, and management functionality integrated in one box to meet the hospital's business requirements. The Intel Modular Server was configured with two Server Compute Modules, each with two Intel® Xeon® E5405 processors, and ten SAS 2.5" hard disk drives in the integrated SAS SAN.

The Intel Modular Server is effortlessly supporting Microsoft Exchange Server 2003*, Microsoft SharePoint Portal Server 2003*, and Microsoft Windows Small Business Server 2003 R2*, as well as the new specialized software to run the hospital's medical equipment—in a four-foot rack mounted chassis.

Simplicity and Remote Management Offer Winning Combination

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The Intel Modular Server employs Virtual Presence GUI Management software, which allows administrators to control the network from anywhere as if they were in the server room. Remote management eliminates the need for a keyboard, video, and mouse in the hospital's space-constrained server room.

"When the hospital staff called early one morning in a panic because of a roof leak that would require everything in the server room to be unplugged, I was able to immediately manage the modular server from home. I logged into the system, properly shut down operating systems and servers, and instructed the staff when it was okay to turn off the battery and roll away the equipment," he recalls.

Richards also activated the server to send future e-mail alerts to his cellular phone in the rare event that something fails or might fail. "The remote management enables resellers to offer it as a service and to proactively address issues before customers experience any failure. The Intel Modular Server is a win-win for resellers and customers," he says.

One Sale Leads to Another and Another

GBS Computers anticipates the possibility of growing its own business nearly 100 percent over the next six months, with sales of the Intel Modular Server. "The Intel Modular Server has literally been the foot in the door, a great wedge for breaking into new business because it offers a credible, viable solution to so many growing companies," says Richards. "The success of the animal hospital's expansion project led us to subsequent contracts for wireless digital access and desktop upgrades to support the hospital's progressive new medical technologies. And another customer has just implemented the Intel Modular Server to support taking his company nationally."

The Intel Modular Server enables organizations to start with a smaller, affordable system and expand to meet changing requirements, simply by adding modules. "In my experience, most small and midsize customers are looking for longevity with their investments—products that last. The Intel Modular Server is a highly flexible, easy-to-manage product with exceptional expandability and reliability, at a great price, making it perfect for this market," concludes Richards.

For more information, visit:

www.gbpc.net

www.intelmodularserver.com


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