



Integrated Infrastructure Solutions

Helping Independent Software Vendors Provide a Total Solution and Increase Revenue

Turnkey Infrastructure Appliances That Fit the Need Precisely

In today's economic climate, your customers are under constant pressure to do more with less. They need solutions which are more efficient and cost-effective, and improve their bottom line. Appliance servers or integrated solutions can help software providers accelerate sales and save customers time and money. Instead of the typical, time-intensive mix-and-match software and hardware approach, integrated appliances offer an entire business solution in a simple, easy-to-implement application integration package.

Datatrend works closely with you to develop a complete application integration plan for your offering. We have deployed thousands of server configurations and have the expertise to handle every step of the process, from product procurement through testing and completion. As an added bonus, we can also provide onsite installation and support for your customers.



Accelerating Sales, Helping Customers Save Time and Money

As a provider of software-based solutions, you see value in making it easy for your customers to do business with you. But when your customers need to secure the infrastructure platform your application solution needs, it can add time and friction points to your selling process.

Datatrend's approach to partnering and developing infrastructure solutions will help you reduce the inherent friction in the sales and deployment process, allowing you to focus on growing your sales and helping your customers more rapidly experience the value of your applications.

There is tremendous value in teaming to provide a total solution - combining your application software with a server/storage infrastructure in a fully integrated solution - for your customers. If you are looking for a value-added partnership which can help you grow your sales, shorten the selling cycle, and serve your customers better, then consider speaking with Datatrend to determine whether partnering makes sense.

The Framework of an Appliance - A Total Solution

A fully integrated infrastructure appliance designed and delivered by Datatrend may include one or more of the following:

- x86, Blade, or Power® based servers
- Storage devices/systems
- Linux®, AIX®, or Windows® operating system
- Middleware configuration and integration
- Staging and preparation for deployment
- Network connectivity and switch configuration and testing
- Quality-assured assembly, integration, and testing
- Application software pre-load/setup

Assessing the Value

Can you relate to any of the following?:

- Does waiting for your customer to make their hardware selection add time or friction to your sales process?
- Are your deployment cycles (time to revenue) taking longer than you would like?
- Are your customers asking you to be a one-stop shop?
- Would you like a consistent solution that is supported globally?
- Are you looking for new ways to increase revenue and margin?

Datatrend ensures that the appliance fits the customer's requirements precisely and will integrate the solution into the customer's environment seamlessly and painlessly. Our goal is to deliver a comprehensive solution and a worry-free deployment.

Industry Specific Solutions

Datatrend provides integrated infrastructure solutions for ...

- Telecommunications / Next Generation Network - VoIP, VOD, and IPTV applications
- Health Care and Life Sciences - including medical imaging, radiology/pathology applications, and PACS
- Digital Video Solutions - video surveillance, video content production and broadcast for media and entertainment

Key Benefits of Partnering with Datatrend

- ✓ **Turnkey infrastructure solution that is ready to deploy.** Datatrend will work with your team to establish standard configurations (which may also be customized) based on your application's technical specifications and requirements. This ensures your customer has a "right fit" solution which will remove objections and accelerate sales, as well as shorten the path to deployment and transition into productive use.
- ✓ **You can retain your platform neutrality.** While we specialize in IBM server and storage technology, partnering with Datatrend merely means you are providing a choice to customers, ...while ensuring they have a proven, best-of-breed infrastructure solution designed specifically for your application.
- ✓ **Simplify your customer's buying process.** Datatrend can, at your option, leverage a special program that will enable you to offer a single integrated bill-of-materials and invoice to your customers, so that you can provide a total solution to your customers and ease the paperwork tangle.
- ✓ **Exceptional advocacy.** Datatrend will leverage our strong brand and executive relationships with the manufacturers when necessary to resolve any potential issues and get the job done.
- ✓ **Focused product availability management.** Through pre-buys and inventorying, we will ensure orders meet time lines and customer commitments. We can also help with seed units and test systems when needed.
- ✓ **The long term view.** We are committed to making our partnerships thrive and grow. We do this by integrating our respective teams for optimum collaboration and effectiveness, conducting routine "pulse checks", providing product/technology briefings to keep your team informed, and engaging in joint marketing initiatives to generate awareness and demand.
- ✓ **Unparalleled customer care.** Datatrend is extremely easy to do business with, and we are flexible and nimble, with relentless attention to detail. Our dedicated team of specialists and account managers deeply care about your success and your customer's success.

Cross Industry Solutions

Datatrend provides integrated infrastructure solutions for ...

- Oracle® applications
- Microsoft Dynamics®
- ScaleMP®
- and more

In sum, partnering with Datatrend adds value and builds a compelling ecosystem in the eyes of your customers. We can combine our complementary strengths - allowing you to retain focus on your software solution and Datatrend to focus on the infrastructure and integration of the total solution, providing for a worry-free solution sales and deployment.

No Need to Take On a Hardware Practice - Rely on a Complementary Partnership

Providing a total or integrated solution to your customer does not mean you need to be in the hardware business. It simply means you can be a "one-stop shop" to your customers, and Datatrend is providing all the hardware-related expertise behind the scenes. Thus, you can off-load the hardware related work or never take it on in the first place ... and remain focused on your core competency, which is providing best-of-breed software applications/solutions.

About Datatrend

Founded in 1987, Datatrend Technologies is a national IT solutions provider dedicated to helping companies optimize their IT environments and enhance their business. Datatrend specializes in best-in-class data center consulting; server and storage solutions; and network infrastructure services. By providing exceptional thought leadership and a customer-intimate approach, Datatrend has earned the respect of customers everywhere as a trusted advisor on business and technology issues. Visit Datatrend online at www.datatrend.com.

For More Information:

For more information or to consult with a Datatrend representative regarding your needs, call us now at 800.367.7472 or please visit our website at www.datatrend.com or email channel@datatrend.com



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