

DELIVERING CUSTOMIZATION AND FLEXIBILITY ON A GLOBAL SCALE

Solution provider offers flexible infrastructure platforms for businesses, OEMs, and government agencies by partnering with Dell EMC OEM Solutions



TRACEWELL SYSTEMS

TRUSTED INNOVATION

Commercial, Federal, OEM

United States

Business needs

Tracewell Systems wanted to meet its customers' needs for hyper-converged solutions that deliver data center capabilities to the edge of the network – and beyond.

Solutions at a glance

- [Dell EMC PowerEdge FX2](#)
- [Dell EMC PowerEdge R740](#)
- [Dell Wyse 7040 thin clients](#)

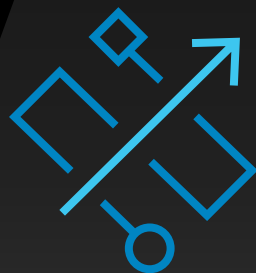
Business results

- Gives businesses, OEMs, and government agencies customized Dell EMC hyper-converged solutions adapted to meet their specific mission-critical program needs
- Reduces the cost and development life cycle for new products

Provides

flexibility

to customers searching for powerful, compact systems



Gains fast

response times and access to the latest technologies from Dell EMC OEM



Matt Tracewell, vice president of hardware solution provider Tracewell Systems, has seen technology trends come and go over the years. But one recent trend shows no signs of going away: customization. “Customization is everything for our customers, especially in the military and aerospace fields,” he says. “They want to run the exact same applications and systems they have in the data center in mobile environments, and they’re asking us to build that capability for them.”

Tracewell customers are specifically interested in customized hyper-converged solutions — software-based systems that integrate compute, storage, networking and virtualization into a single hardware system. “Our customers want to put hyper-converged solutions beyond the back office,” says Tracewell. “Getting that accomplished in a standard product was getting more and more complicated, and we knew we needed to partner with a technology provider to make it happen.”

Partnering with Dell EMC OEM to create needs-based solutions

Tracewell Systems realized its business goals by partnering with Dell EMC OEM Solutions, a division of Dell EMC that offers a global network including manufacturing, engineering, distribution and support capabilities. “Dell EMC OEM is perfectly set up to support our business model,” says Tracewell. “Our company has the ability to customize solutions, but Dell EMC OEM helps us engineer, sell, support and distribute those solutions.”

Initially, Tracewell Systems collaborated with Dell EMC OEM to create the Tracewell T-FX2, a compact 3U server based on the Dell EMC PowerEdge FX2 enclosure. More recently, Tracewell Systems worked with Dell EMC OEM to build and launch a new lightweight server solution based on the latest generation of Dell EMC servers. “Using the compact size and high performance of the Dell EMC

PowerEdge R740, we can give our customers a solution that fits into transit cases and other small spaces,” says Tracewell.

Tracewell Systems also worked with Dell EMC OEM to create the Tracewell T-7040, a rack mount solution that can house up to 12 standard Dell Wyse 7040 thin clients.

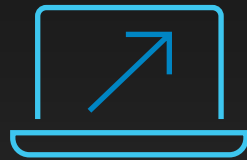
“Technology today is continuously being pulled into areas it previously was not, and we can support that trend. When our customers ask us, ‘Could you do this?’ our answer is always yes. And that’s because of our relationship with Dell EMC OEM.”

Matt Tracewell,
Vice President, Tracewell Systems



customized hardware
solutions

that fit customers'
business requirements



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Matt Tracewell,
Vice President, Tracewell Systems

Customizing products to give customers more flexibility

By collaborating closely with Dell EMC OEM, Tracewell Systems is giving its customers customized hardware solutions that fit their exact business requirements. “Technology today is continuously being pulled into areas it previously was not, and we can support that trend,” says Tracewell. “When our customers ask us, ‘Could you do this?’ our answer is always yes. And that’s because of our relationship with Dell EMC OEM.”

As an example, a Tracewell Systems customer asked for a smart card reader to be integrated directly into the Tracewell T-FX2. “We took a standard smart-card reader from another Dell EMC product and put it into our T-FX2 solution,” says Tracewell. “We were able to get the right combination of smart-card readers with the right depth and weight and get it into our customer’s environment. That’s the kind of flexibility we have with Dell EMC OEM.” In addition, Tracewell Systems customers are benefiting from the flexibility of the company’s Tracewell T-7040 product. “Many of our customers are in secure facilities, and they need our solutions locked behind walls adjacent to the area where analysts work,” says Tracewell. “By collaborating with Dell EMC OEM, we created a rack solution with built-in failover capabilities that fits that requirement perfectly. Customers get a rack solution that works like a data center product, and they can then implement a blade-like solution that has standard Dell Wyse thin clients in it.”

Shortening the development life cycle for new products

Tracewell Systems can deliver its products to customers more quickly by partnering with Dell EMC OEM. “Our business continues to grow, and that requires us to scale rapidly and speed time-to-market,” Tracewell says. “We can do that by working with Dell EMC OEM. We would

have a much longer product development life cycle if we weren't collaborating with Dell EMC OEM. They give us the integration, manufacturing and global supply chain capabilities we need to get our products to market as fast as possible."

Taking advantage of global support and service

Tracewell Systems is also benefiting from the global reach of Dell EMC OEM. "The global support and service we get from Dell EMC OEM is huge for a company our size," says Tracewell. "Through this relationship, we receive very prompt response times, and we get access to the latest technologies, so we can accommodate our customers' needs. For instance, sophisticated automation and systems management are a must in our industry, and we can deliver those things because Dell EMC builds those capabilities into its products. It's clear that we made the right decision to work with Dell EMC OEM, and we are committed to growing this partnership as we grow our business."

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helps

engineer, sell, support
and
distribute solutions.



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