VSN saves US$1 million (€913,000) in hardware stock with an original equipment manufacturer (OEM) solution, while boosting the ability of media companies to control their digital content.

**Business needs**

VSN wanted to offer customers an appliance-based solution for media asset management that integrated both software and hardware. It looked for a OEM partner to help deliver the hardware, allowing it to focus on software development.

**Solutions at a glance**

- Client Solutions
- OEM Solutions
- Storage
- Servers

**Business results**

- Media customers manage assets more efficiently
- High rates of client satisfaction with solution reliability
- Simplified supply chain cuts management expenses
- Global support drives business growth worldwide

100% focus on software development

Zero stock saves more than US$1 million in costs
The move from analogue to digital broadcasting opened up opportunities for media companies. It also created a number of challenges around managing digital content. To compensate, a new industry for media solutions was born, and VSN in Spain has become a leader in the market.

The company, founded in 1990, specialises in software for content management, news and live production, and content distribution. At first, in-house teams built the server platforms on which to run the VSN software for digital asset management. But the company was keen to focus resources on software development. With its sights set on emerging markets, VSN looked to work with a global original equipment manufacturer (OEM) business that could build the hardware.

Time to refocus on core strengths

VSN wanted to simplify its supply chain and needed an OEM partner that would be able to provide platforms in a couple of weeks. Because solutions are tailored to customer specifications, it was crucial that VSN found an organisation that offered its platforms in multiple configurations. “No two customers have the same requirements,” says Aaron Lopez, COO at VSN, “and all technology has to be 100 per cent reliable.”

The right combination

VSN looked at leading OEM providers in the market. Hugo Bastos, Production Manager at VSN says, “We liked Dell EMC OEM Solutions for many reasons. The Dell EMC OEM servers offered the density we needed for our customer platforms. The Dell EMC OEM team could also deliver multiple disk drives and graphics card configurations.” VSN was already promoting Dell EMC Isilon storage, and it was using VMware to support a virtualization layer, so the Dell EMC OEM offering made sense.

Today, VSN offers customers an all-in-one VSN appliance for media asset management. Making use of the Dell EMC OEM-Ready service, the Dell EMC OEM platforms arrive at the VSN offices complete with the VSN logo. Depending on the customer requirement, VSN builds its platforms around Dell EMC OEM-Ready PowerEdge R630 and R730 servers with Intel® Xeon® processors, or it uses the Dell OEM-Ready Precision R7910 rackable workstation. If the customer has data storage requirements that go beyond the capabilities of the servers, VSN includes Dell EMC Isilon storage as part of the solution.

Customisation increases customer value

Media businesses are managing their growing digital assets more efficiently using the VSN appliance. What’s more, the appliances are configured to the specific needs of each business. “It doesn’t matter about the size of the customer or its requirements. We can deliver a platform for media asset management that helps them significantly increase efficiency with Dell EMC OEM,” comments Lopez.

Boosting satisfaction

Satisfaction is high among customers due to the reliability of the VSN appliances. It has enabled VSN to drive growth in emerging markets. Capdevila is clear that VSN solutions will also continue to deliver added value in the future thanks to Dell EMC. Bastos adds, “We can focus 100 per cent on software development safe in the knowledge that Dell EMC will continue to enhance its platforms.”

“We now carry zero stock thanks to the responsiveness of the Dell EMC OEM Solutions team. We’re saving around US$1 million.”

Aaron Lopez, COO, VSN
“We can focus 100 per cent on software development safe in the knowledge that Dell EMC will continue to enhance its platforms.”

Hugo Bastos, Project Management Office Director & Production Manager, VSN

Savings of US$1 million (€913,000)

VSN is making significant savings by working with Dell EMC OEM Solutions because it no longer has to keep a stock of hardware. “We now carry zero stock thanks to the responsiveness of the Dell EMC OEM Solutions team,” says Lopez. “We’re saving around US$1 million in stock and can focus our resources on developing software, which is what we do best.”

Less supplier management time

The company also saves management time since it works with one supplier. “The great thing about the Dell EMC merger is that it has simplified our supply chain even more,” comments Bastos. “We can get the servers, storage and virtualization software for our platforms from one company.”