GLOBAL GROWTH FOR SITUATIONAL AWARENESS PLATFORM PROVIDER

Gemini Data benefits from OEM relationship with worldwide support and broad partner channel to empower enterprises across the globe to achieve true situational awareness.

Business needs

Gemini Data transforms data management and analysis with AI. As such, they needed to identify the best performing, most reliable hardware and technology offerings that could securely run in an on premises or hybrid environment. It also needed the backing and support of infrastructure that would make it possible to serve enterprises anywhere in the world.

Solutions at a glance

• OEM Solutions
• Servers

Business results

• Provides a high-performance, reliable solution for deploying and managing big data platforms

• Facilitates analysts’ situational awareness with optimal levels of security, simplicity and speed

• Increases the return on customers’ investments in big data and digital technologies

• Extends the value of hybrid environments through integrations with Dell EMC technology and meshed, global supply chain networks

Enables business growth across the world’s regions

Gains a powerful competitive advantage with global support system
To help enterprises become more effective at creating value from their investments in big data, Gemini Data delivers a turnkey solution to transform data management and analysis with AI to achieve true situational awareness. Gemini Data’s solution, Gemini Enterprise, focuses on key roles in security and IT operations as well as governance, risk management and compliance. It takes advantage of artificial intelligence, automation and performance enhancements, allowing analysts to easily deploy and analyze multiple data sources with optimal speed, security and simplicity.

Gemini Enterprise is designed to operate in hybrid environments and seamlessly bridges on-premise and cloud-based resources. With Gemini Enterprise, automate deployment and management of big data platforms with a turn-key, security hardened solution. This can be delivered as a software or hardware appliance that incorporates specifications specifically designed for big data. A SaaS component allows analysts to accelerate analysis by seamlessly connecting to security information and event management (SIEM) products, application management, and other data sources with out translation or mapping and build powerful graph based intelligence using machine reasoning. Once resolved, users can save analysis in the form of stories and share across teams, creating a system of record and increasing organizational knowledge.

Tony Ayaz, CEO and a co-founder of Gemini Data, says, “No platform other than Dell EMC can deliver the performance needed to realize the value that customers are looking for. It was the top preference of the customers we spoke to before we made our choice.” Bob Fox, vice president of solutions and technical alliances at Gemini Data, adds, “The benchmark performance of the Dell EMC PowerEdge servers was off the charts. In addition, they have the backing of a global brand and an outstanding support organization.”

Dell EMC provides Gemini Data with PowerEdge servers in standard configurations that run on the secure Gemini Enterprise operating system. “Our appliance is purpose-built and optimized to manage today’s leading big data platforms,” says Heather Gadonniex, vice president of marketing at Gemini Data. “Working with Dell EMC helps us ensure that we can always reliably provide customers with that optimization.” Security is a crucial element of Gemini Data’s promise to customers, fulfilled through the use of Dell EMC servers.

Optimized technology platform for situational awareness

The server running the Gemini Enterprise Solution had to meet Gemini Data’s stringent criteria for performance, security and reliability. The company also looked for a support system that customers around the globe could rely on. After reviewing vendors and their offerings, Gemini Data decided to become a Dell EMC OEM and use Dell EMC PowerEdge servers.

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Tony Ayaz
CEO and Co-Founder, Gemini Data
Worldwide support as a unique competitive advantage

Gemini Data takes advantage of the fact that many of its prospects are Dell EMC customers or are aware of Dell EMC’s worldwide reach. “Some of the largest enterprises in North America, Europe, Asia Pacific and the Middle East regions are customers of both Gemini Data and Dell EMC – and others soon will be,” says Ayaz. “It helps us close business globally when we can provide companies with the peace of mind to know that we partner with Dell EMC and can access its worldwide resources. With the ability to draw on powerful support from Dell EMC, we are better positioned to win.”

Using Dell EMC’s advanced support capabilities as a unique selling point, Gemini Data recently closed several highly competitive enterprise deals, including a contract with one of the largest healthcare providers in the U.S.

“We couldn’t be happier with our relationship with Dell EMC Global Support,” says Fox. “They resolve customer issues anywhere in the world promptly and professionally, enabling us to live up to our commitments. Other providers simply cannot compete with Dell EMC when it comes to the effectiveness of the global support available to OEMs.”

Creating more value from big data and technology investments

Many companies that engage with Gemini Data already have invested in Dell EMC products. They gain further assurance when they learn that Gemini Data is connecting its Gemini Enterprise solution more closely with Dell EMC offerings that they may already own. “It is strategic for us to provide customers with a true hybrid environment that includes our entire Gemini Enterprise solution stack and that has multiple integration points with Dell EMC technology,” says Ayaz. “Under these conditions, customers can generate more value from their existing investments and gain the full benefit of their choice of on-premise and cloud-based technologies.”

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The union of Dell and EMC portfolios and resources provides Gemini Data with more ways to deliver value to customers. Gadonniex says, “One result of the Dell EMC merger is that we can vastly increase the depth and breadth of how we help customers reduce complexity and address urgent technology challenges.”

### Generating growth from global supply chain synergies

Gemini Data and Dell EMC networks include many partners that collaborate with both companies. For example, Gemini Data distributors like Arrow Electronics in Europe and North America, DNA Connect in Australia, Macnica Networks in Japan, and Redington in the Middle East are partners in the global Dell EMC supply chain. In the U.S., Arrow is also involved in manufacturing for Dell EMC OEMs. Those meshed supply chain networks expand the opportunities for growing Gemini Data’s business and serving customers. “We look forward to creating an ever-closer alignment with Dell EMC globally, and that can happen internally or through the partner channel,” says Ayaz. “Customers can benefit from world-class manufacturing of secure, high-performance hardware and choose solutions from a wide range of options in our complementary ecosystems to create the hybrid clouds that best fit their business.”

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Vice President, Technical Services, Gemini Data