



BREAKING THROUGH WITH A PRIVATE CLOUD APPLIANCE

Breqwatr quickly deploys a highly available, cost-effective, OpenStack-powered, hyper-converged, on-premises cloud appliance to new markets by working with Dell EMC OEM Solutions



Independent Software Vendor

Canada

Business needs

Breqwatr wanted to quickly deploy its' cloud technology solution to new markets and gain better technical support.

Solutions at a glance

- [OEM Solutions](#)
- [Servers](#)
 - [Dell EMC PowerEdge C6320 rack servers](#)

Business results

- Accelerates new growth by quickly sourcing hardware across North America
- Ensures high availability and reliability for customers
- Cuts deployment costs

4 days

Eliminates cloud appliance assembly time



>4 hours

Responds to customer technical issues



Breqwatr, a provider of stand-alone, OpenStack-powered cloud appliances, had a major challenge on its hands. The company was growing fast, but its small development team no longer had time to assemble, test and research the individual components of its cloud appliances. “Assembling our appliances was tedious, time-consuming work that was not a core competency,” says John Kadianos, the company’s CEO and founder. “We wanted to focus exclusively on software development and gear up for accelerated growth.”

As Breqwatr grew, the organization wanted to reduce the cost and complexity of finding and deploying hardware across North America. “Because we planned to expand our sales reach into new geographies, we needed to enable that expansion in the fastest, easiest way possible,” Kadianos says.

Additionally, Breqwatr sought to speed customer response times while reducing the complexity of managing worldwide parts depots and onsite parts replacement services. “When we had issues associated with our hardware, we simply weren’t capable of responding in a time or manner we felt represented world-class customer support,” says Saleem Kanji, the company’s COO and co-founder. “We were concerned that we would impact our customers’ business and that was simply unacceptable.”

To address these challenges, Breqwatr decided to look for a new hardware technology platform. “We knew we needed distribution and hardware partners that could provide better support and help us accelerate our growth,” says Kanji.

Working with Dell EMC OEM to quickly assemble and deploy cloud appliances

Breqwatr chose to work with Dell EMC OEM Solutions to build and distribute its cloud appliance. Dell EMC OEM Solutions provides global manufacturing, engineering, distribution and support, that helps enterprises speed time-to-market through the integration of Dell EMC hardware

and software into their own solutions. Kadianos says, “The most significant reasons we sought a relationship with Dell EMC were its stellar hardware reputation, overall brand credibility and worldwide support.”

Breqwatr decided to build its solution on Dell EMC PowerEdge C6320 rack servers, running Intel® Xeon® E5 family processors. “The Dell EMC PowerEdge C6320 is a unique form factor that really lends itself to a scalable cloud solution like ours,” says Justin Pacheco, director of software engineering at Breqwatr. “It’s a powerful but compact technology.” Working with Dell EMC OEM Solutions and Dell EMC partner Arrow Intelligent Systems, a division of Arrow Electronics, Breqwatr builds an OpenStack-powered, hyper-converged cloud appliance.

The Dell EMC OEM team assembles each appliance — including controllers, storage and memory — and ships it to Arrow Intelligent Systems, which installs the Breqwatr cloud operating system on the PowerEdge C6320 server, tests the software, and repackages the appliance into a Breqwatr box. The appliance is then handed off to Breqwatr’s distribution partner Arrow ECS, another division of Arrow Electronics, for shipment to Breqwatr customers.

“We believe we can grow Breqwatr quickly and broadly because of the global reach of Dell EMC OEM.”

John Kadianos
CEO and Founder, Breqwatr

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Saleem Kanji
COO and Co-Founder, Breqwatr

The Breqwatr Cloud Appliance is provided as an on-premises, self-managed private cloud that can be acquired by an industry-first OPEX subscription model including the hardware and software, or through a traditional CAPEX purchase. The hyper-converged appliance provides cloud management tools and a simple user interface that enables customers to deploy and consume infrastructure as a service (IaaS).

Breqwatr also uses the Dell EMC PowerEdge server's integrated Dell EMC Remote Access Controller (iDRAC) management platform for customer support. “When a customer calls with an issue, we use iDRAC to remotely access the appliance for troubleshooting,” says Pacheco. “The support ‘tunnel’ needed to access iDRAC is customer-initiated, ensuring secure access by placing all the access controls in the hands of the customer.”

Eliminates four days of assembly and deployment

Breqwatr has significantly reduced the amount of time it takes to create and deploy its appliances by working with Dell EMC OEM and Arrow. “We no longer have to spend four days assembling and testing an appliance and installing our software, because Dell EMC OEM and Arrow take care of that for us,” says Kanji. “The entire process is now invisible to us and our customers, so the appliance can be shipped and then deployed in the customer environment in under one hour. It’s been a huge time savings for us, and it means our developers can focus their time on software. Essentially, Dell EMC OEM and Arrow remove the burden of hardware installation and deployment, and they make the whole solution much more manageable.”

Takes advantage of global reach to accelerate growth

The company can now grow its business faster and more easily by outsourcing appliance assembly, distribution and hardware support. “We believe we can grow Breqwatr more quickly and broadly because of the global reach of Dell EMC OEM,” says Kadianos. “We have a lot of great opportunities coming our way, and together Dell EMC OEM and Arrow are helping us capitalize on them because we can now efficiently source hardware and distribute our cloud appliance.”

Delivers higher uptime for customers

Breqwatr is also able to ensure cloud uptime for its customers. “We can definitely deliver better uptime to our customers, because the Dell EMC PowerEdge hardware is so reliable and performs so well,” says Kadianos. “This is very well-engineered technology, and it is the perfect fit for our software.”

Ensures fast response times

The company also delivers higher system uptime because of the support it receives from Dell EMC OEM. Kadianos says, “Our previous support was almost non-existent. There is simply no comparison to the service and support we receive from Dell EMC OEM.” Kanji adds, “As a startup, we know that solid technical support is critical. The moment a customer calls us for a support issue and a hardware issue is identified as the root cause, we immediately escalate it to Dell EMC, and Dell EMC responds to that customer within four hours.”

Brad Rooke, regional sales manager for Breqwatr, emphasizes how important that support is. “Customer support is a critical factor in our clients’ vendor selection process. When we tell our customers Dell EMC is responsible for on-site parts replacement, it puts them at ease and garners acceptance.”

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Cuts deployment costs

Breqwatr is also saving money by partnering with Dell EMC OEM and Arrow. “We can eliminate the time and costs associated with finding, purchasing and installing components for our cloud appliance by working with Dell EMC OEM,” Kanji says. “We avoid additional costs because no specialized training is required to install or operate the solution. We also realize cost savings because it takes less than one hour to deploy an extremely complex infrastructure.”

Breqwatr plans to bring its cloud appliance to more customers throughout North America and beyond over the next several years. “We can definitely scale our company to meet our future growth by partnering with Dell EMC OEM and Arrow,” says Kadianos. “We have ambitious plans to bring the Breqwatr Cloud Appliance to new markets, and we know that together we can support those plans.”

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Brad Rooke
Regional Sales Manager, Breqwatr



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