



MEASURING EXPERIENCE FOR MILLIONS OF CUSTOMERS

Empirix gives top telecom providers 25 percent faster insight into increasing network and contact center traffic while saving them money with Dell EMC OEM Solutions



Telecommunications

United States

Business needs

To meet the expanding requirements of top global telecom companies, Empirix needed to switch the platform for its industry-leading, network-analytics appliances so it can deliver real-time insight into more network traffic, reduce costs and ensure the highest levels of reliability, even at remote global sites.

Solutions at a glance

- [Dell EMC OEM Solutions](#)
 - [Dell EMC PowerEdge R730 and R740 servers with Intel® Xeon® processors](#)
 - [Red Hat Linux](#)
- [Dell EMC Enterprise Support](#)

Business results

- Minimizes customers' costs by increasing IT density
- Reduces expenses and complexity
- Cuts risk with improved support and warranties
- Improves efficiency and agility

25%

Boosts appliances' performance by 25%



2x

Supports up to twice the number of user sessions



In the fiercely competitive telecom industry, excellent customer service is critical. People expect consistently fast performance from their smartphones, along with prompt support. To meet these expectations, telecom operators need instant access to data measuring network-response times and service levels so they can immediately answer questions and resolve issues when people call. However, collecting this insight for millions of customers requires highly specialized solutions that can rapidly analyze traffic across networks and contact-center systems.

Empirix is one of the few solution providers that can facilitate end-to-end visibility into telecom network behavior and user experience. Companies can deploy its enterprise software on in-house systems, or implement the software as part of a turnkey appliance. The company originally built its own appliances using proprietary hardware. However, to improve agility and savings, Empirix soon engaged third-party integrator UNICOM Systems to manage the job using two commercial-off-the-shelf (COTS) server platforms from different OEM providers.

Recently, the company felt its current hardware was expensive and at maximum capacity for speed and flexibility, making it difficult to give customers an affordable solution for analyzing increasing amounts of traffic in real time. Dominic DiBenedetto, director of operations at Empirix, says, “We realized the platform wasn’t robust enough for us to compete in our landscape, so we evaluated other OEMs.” Its new servers had to accelerate performance, increase storage capacity and support an accelerator from a third-party. DiBenedetto explains, “The card doesn’t fit in every OEM solution. It’s got some girth, runs fairly warm and has a huge heat sink. It also has to be installed fairly delicately.” In addition, 65 percent of Empirix’s business is international, so the company required an OEM provider with extensive global coverage.

A flexible platform to meet diverse requirements

Empirix discovered it could transform its offerings with Dell EMC. “When we looked at everything — hardware specifications, service provisions, global logistics and cost — we immediately said yes to engaging Dell EMC OEM

Solutions as a partner,” says DiBenedetto. “Dell EMC also has the required technical expertise for our industry, and it understands the needs of our customers and their end users. It was a bonus that Dell EMC has a great relationship with our integrator UNICOM.”

Working with Dell EMC OEM Solutions and UNICOM, Empirix quickly developed next-generation versions of its two appliances using Dell EMC PowerEdge servers with Intel® Xeon® processors, the Red Hat Linux operating system and a custom Empirix bezel. The appliances are customizable so Empirix can meet customers’ specific requirements, including NEBS compliance, DC-only power and interoperability with proprietary network devices. Dell EMC also worked with UNICOM to add a stiffener to the third-party card to prevent injury during shipment.

“We know we can bring any problem to the table and solve it with Dell EMC. That includes delivering the speed and capacity to support our roadmap.”

Dominic DiBenedetto
Director of Operations, Empirix

Improves
efficiency
and ability



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Up to twice the performance for less money

Telecom companies can now easily analyze more network traffic in real time because Empirix’s new appliance options support up to twice the number of user sessions. “Compared with other platforms, our next-generation Dell EMC appliances are very cost-effective,” says DiBenedetto. “Plus, they’re 25 percent faster than their predecessors, and they occupy the same size, which is 2U. This is important because real estate is expensive. The less hardware and rack space our customers need in their data center, the happier they are.”

Already innovating, Empirix is putting the finishing touches on a new super-high-end appliance option. “A customer needed even more performance to handle all the traffic in its center,” he explains. “Instead of configuring multiple instances of our new enterprise appliance, we worked with Dell EMC to enhance the model and create a third appliance option that delivers twice the performance and still occupies only 2U.”

Keeping customers’ operations running smoothly

By switching OEM service providers, Empirix boosts its competitiveness. “We’ve improved our customers’ service levels with Dell EMC Enterprise Support,” says DiBenedetto. “Dell EMC delivers four-hour response times for support and next-day boots on the ground if parts need to be replaced. And it does this across all continents, even in remote areas.”

Another new differentiator is that Empirix now offers its customers a warranty that’s longer than just one year. “We now provide a three-year warranty with all our appliances because that comes standard with Dell EMC hardware. Providing it with our previous OEM would have escalated costs too significantly.”

Customers also have more reliable appliances. “If you have 24 drives in a cluster and one of them fails, there’s a mean time for the other drives to kick in and take over for that one failure,” explains DiBenedetto. “Dell EMC PowerEdge servers deliver a better mean time to recovery, so our customers won’t lose performance or capacity.”

Improved simplicity, efficiency and agility

By engaging Dell EMC, Empirix streamlined its internal processes, which helps boost efficiency and savings. “Previously, we partnered with two OEMs for our appliances, so there was added complexity when it came to procurement and pricing,” DiBenedetto explains. “We made the strategic decision to focus our supply chain with one OEM. Our appliance probes and databases are all Dell EMC now.” These benefits are amplified because Empirix builds its data center infrastructure with Dell EMC IT, and employees use Dell workstations and laptops.

By increasing simplicity and efficiency, along with IT flexibility and performance, Empirix is confident it can easily meet the dynamic requirements of the global telecom industry. “We know we can bring any problem to the table and solve it with Dell EMC,” says DiBenedetto. “That includes delivering the speed and capacity to support our roadmap.”

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Dominic DiBenedetto
Director of Operations, Empirix

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