MEDICAL IMAGING SOLUTIONS PROVIDER SEES BIG SUCCESS

To provide customers with the most cost-effective, reliable and well-supported medical imaging solutions possible, Compañía Mexicana de Radiología chose OEM, server and storage solutions from Dell EMC.

Business needs

Medical imaging equipment maker Compañía Mexicana de Radiología sought a hardware supplier that was also a strategic partner able to advise on technology selection, while providing high-performance components and immediate response in support and warranty of parts.

Solutions at a glance

- **OEM Solutions**
- **Servers**
  - Dell EMC PowerEdge R730xd rack servers
- **Storage**
  - Dell EMC PowerVault MD1220 direct attached storage

Business results

- Simplified sourcing, procurement and support
- Improved time-to-market
- Sharpened its competitive edge
- Strengthened its brand reputation

Increased reliability of end-user solutions

Improved service response times
Compañía Mexicana de Radiología (CMR) makes X-ray equipment for use in medical diagnosis; systems for hospital administration with electronic clinical records; and picture archiving and communication system (PACS) solutions. CMR was founded in 1973 and has an installed base of more than 3,000 systems manufactured in its plant in Querétaro, Mexico. CMR’s products help doctors to accurately and quickly diagnose patients using diagnostic imaging applications, helping to improve their health and the quality of their lives.

Strategic partner

When evaluating different products and services offered by the world’s top hardware brands, CMR found that most vendors did not respond to help calls when performance issues and product warranties arose.

“The selection of a technology partner was one of our most important decisions,” said Felipe Cuaranta Monroy, CMR’s head of the software design and development department. “We selected Dell EMC because its extensive portfolio of products and services streamlined our hiring, purchasing and support processes.”

From that portfolio, CMR has incorporated the following into its imaging solutions:

- **Dell EMC PowerEdge R730xd rack servers**, with fast CPUs and 24 to 256GB of memory for processing images, plus 15TB of hard disk capacity for storing them
- **Dell EMC PowerVault MD1220 direct attached storage**, for image archiving and backup
- **Dell EMC Latitude laptops, OptiPlex desktops and Precision workstations** for the necessary end-user client devices

“With OEM ProSupport, Dell EMC sends a technician to the customer site to correct the problems, instead of the customer sending the equipment for repairs,” explains Cuaranta Monroy. “This is a major difference between Dell EMC and other vendors. Even more, it helps the customer to resume operations with less time and effort.”

** Competing with global suppliers

Cuaranta Monroy adds that the Dell EMC OEM ProSupport model helps CMR compete with transnational brands. “We tell customers that we have Dell EMC support in our solutions, which reassures them, strengthens our brand and increases our competitive advantage,” he says. CMR counts on Dell EMC as a strategic partner, according to Cuaranta Monroy. “By having cost-effective, super-reliable and high-performing Dell EMC components in our solutions, plus delegating support of those to Dell EMC via OEM ProSupport, we can focus more of our resources on innovation and getting new features and capabilities to market much faster.”