



Hewlett Packard
Enterprise



recarta

OEM

**BUILD A RESILIENT BUSINESS WITH
THE RIGHT OEM PARTNERSHIP**

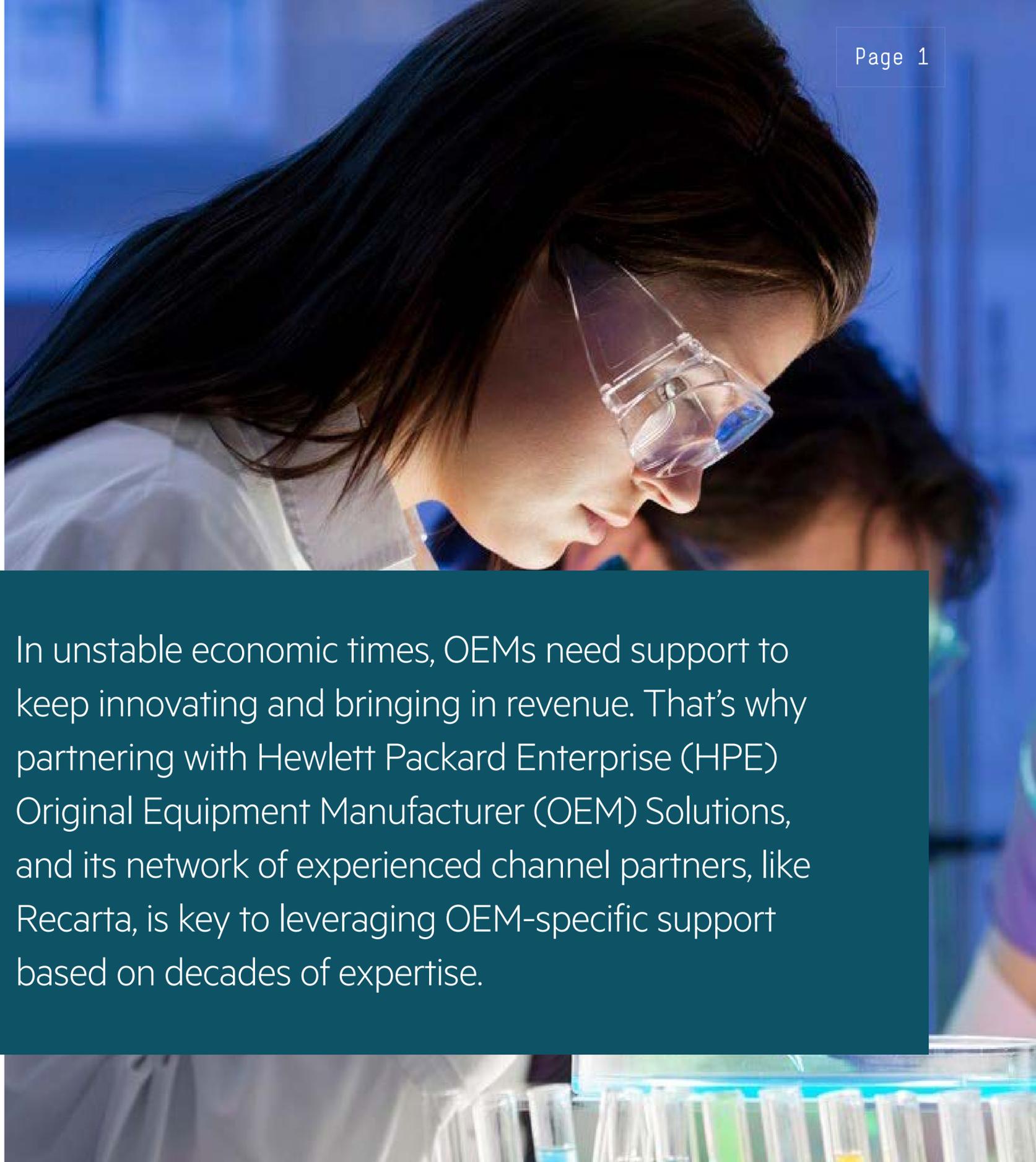
A photograph of three business women sitting around a table in a meeting. The woman in the center is smiling and looking towards the right. The woman on the left is looking down at a document. The woman on the right is also smiling and looking towards the center. There are papers and a laptop on the table.

OEMs need to adapt quickly and effectively

In times of economic uncertainty, original equipment manufacturers (OEMs), are met with new challenges. Ensuring consistent levels of service can be an uphill battle for OEMs when vendors, suppliers and supply chains are adapting to stay afloat.

HPE OEM Solutions works with OEMs to ensure their businesses remain unaffected, whatever the situation. In a global crisis, OEMs have three priorities:

1. Adapting to new customer demands
2. Recovering financially
3. Establishing how to innovate creatively



In unstable economic times, OEMs need support to keep innovating and bringing in revenue. That's why partnering with Hewlett Packard Enterprise (HPE) Original Equipment Manufacturer (OEM) Solutions, and its network of experienced channel partners, like Recarta, is key to leveraging OEM-specific support based on decades of expertise.



Supporting OEMs through uncertain times

HPE OEM Solutions works with channel partners that are exceptionally knowledgeable about OEM businesses.

During unstable times, HPE OEM's channel partners, such as Recarta, can hold stock for OEM customers. This allows OEMs to request components on demand when needed, which can then be shipped to the designated location. Recarta's supply and demand model enables the company to respond swiftly to OEM clients' changing requirements, reducing unnecessary costs and limiting business impact.

HPE's channel partners also provide financial support to OEMs to help ease the burden of restricted income, and technical support from a team of OEM experts, familiar with HPE products and services.

 Click on the boxes below to learn about the specific benefits of partnering with HPE OEM solutions and channel partners, as well as Recarta, through uncertain times:

1 Leverage OEM-specific knowledge →

4 Integrate and offer unique features →

2 Get fast-tracked to OEM experts →

5 Take advantage of financial services →

3 Innovate and bounce back faster →

6 Expand reach through marketing services →



1. Leverage OEM-specific knowledge

OEMs that partner with HPE OEM Solutions and its partners get support from specialists in planning, engineering and operations. This combination of expertise helps OEMs streamline development and receive continued support for long-term success.

HPE and its channel partners work with OEMs across all industries and geographies. This breadth of experience means OEMs can learn from other OEMs and gain useful global industry insights. Harold de Groot, Chief Executive Officer of [OmniPlayer](#), an HPE OEM partner, testified to the benefits of HPE's industry knowledge.

“As an OEM partner, we get a lot of special attention from HPE. They share knowledge about new hardware and guidance on what products to choose. We have price stability, longer warranties, and global support. That gives us confidence when selling to customers, especially as we expand into [other geographies]¹.”

—Harold de Groot, CEO, OmniPlayer

¹ omniplayer.com/hpe-oem-program-helps-omniplayer-to-scale-business/



2. Get fast-tracked to OEM experts

HPE OEM Solutions and OEM specialists understand the impact downtime has for OEMs and the ripple effect it has on customers.

To minimise downtime, HPE OEMs receive a unique PIN that ensures they are fast-tracked to the most relevant OEM expert through the Pointnext services team during service enquiries. The dedicated support team is aware of the OEM's specific business situation while handling the support request, so time is not lost getting them up to speed.

With end-to-end global support, Pointnext services can address specific requirements to help OEM solutions stay stable no matter what challenges the OEM (or OEM's customer) is facing, with guaranteed logistics and 24/7 support worldwide.

HPE OEM Solutions' network of channel partners is spread across the globe and can be called upon for support in local geographies where HPE OEM Solutions doesn't have a presence.



3. Innovate and bounce back faster

OEMs can accelerate time-to-market when they use reliable technology and support from dedicated OEM specialists.

When OEMs use HPE's robust, innovative portfolio of servers, storage and networking technology as building blocks to their solutions, and leverage support from partners, such as Recarta, they free time to focus on their own IP. They can adapt and build solutions faster.

HPE OEM Solutions' dedicated program managers support OEMs through the entire process. They can address customisation requirements, help with lifecycle extensions, provide regulatory compliance support and more.

OEMs that partner with HPE OEM Solutions and companies like Recarta can tailor HPE's broad technology portfolio to meet their evolving business requirements and choose from a range of customisation options to brand their solution.



Case study

Synamedia: Meeting accelerating demand for at-home entertainment

Despite worldwide uncertainty, OEMs still manage to innovate fast and scale solutions to address growing demand. [Synamedia](#), the world's largest independent video software provider, worked with HPE OEM Solutions to rapidly adapt its portfolio and meet the rising demand for at-home entertainment.

“As the consumption of digital media content continues to expand, and becomes a lifeline to many consumers given the current ‘shelter at home’ environment, content providers need robust infrastructure to deliver continuous information and entertainment services to consumers,” explained Phillip Cutrone, Vice President and General Manager, Worldwide OEM at HPE².

Synamedia optimised HPE's reputable technology and used OEM-specific services and support to advance its market-leading video network solution. Synamedia's customers can now improve CAPEX through faster deployment, increased productivity, simplified operations and enhanced end-to-end security.

“Synamedia partnered with HPE OEM Solutions because it is on the leading edge of media industry transformation. We rely on the robustness, and the quality of the solutions developed by HPE OEM Solutions”, says Frank Scibilia, Director of Product Management, Synamedia³.

[Read the blog](#) →

² advanced-television.com/2020/05/04/synamedia-hpe-oem-deal/

³ community.hpe.com/t5/oem-solutions/hpe-virtual-experience-2020-here-s-how-hpe-oem-helped-synamedia/ba-p/7094225#.X2CcSJNKgRY



4. Integrate and offer unique features

OEMs can enhance the IP of their solution by partnering with HPE OEM Solutions. HPE OEMs benefit from unique services and features which they can pass on to their customers:

- **Scale up and down as needed with HPE GreenLake**

Financial security is invaluable in uncertain times. With HPE GreenLake, OEMs can shift to an as-a-service (aaS) model and offer this approach to their customers. It gives OEMs and their customers the option to take a more flexible approach, evolve their business model and build a more resilient business.

- **Manage server health remotely with HPE Integrated Lights-Out (iLO) management software**

OEMs can manage HPE iLO servers remotely, which is useful for organisations working from home as it minimises the need for on-site troubleshooting. The iLO server management software has built-in features including HPE InfoSight and HPE OneView.

- **HPE InfoSight** is the world's first self-healing infrastructure technology. It monitors the server to predict and prevent problems across the IT infrastructure. This maximises uptime and significantly reduces operating costs.
- **HPE OneView** is a single pane of glass insight tool to manage this infrastructure. It automates IT operations and simplifies infrastructure lifecycle management across compute, storage and networking.



5. Take advantage of financial services

In times of economic uncertainty, HPE Financial Services has the resources to offer extra financial assistance to OEMs that need it. In 2020, HPE Financial Services offered OEMs \$2 billion in financial support⁴.

HPE OEM Solutions offers delayed payment terms, lower payment rates, and extended accreditation timelines for OEMs that need more time to complete qualifications to support their technology.

⁴ [hpe.com/us/en/newsroom/press-release/2020/04/hpe-financial-services-offers-2-billion-in-financing-and-new-programs-to-help-customers-and-partners-weather-covid-19.html](https://www.hpe.com/us/en/newsroom/press-release/2020/04/hpe-financial-services-offers-2-billion-in-financing-and-new-programs-to-help-customers-and-partners-weather-covid-19.html)



6. Expand reach through marketing services

HPE OEM Solutions provides not only technical expertise, but also marketing and PR support for its OEM partners.

In early 2020, more people than ever turned to at-home on-demand media streaming for entertainment. [Velocix](#), a content delivery OEM, responded fast to the increased demand for at-home streaming to raise its brand profile.

HPE OEM Solutions supported Velocix with publicity around how the company's solution has optimised video streaming applications, boosting awareness for the organisation at a critical time.



Helping OEMs survive and thrive after uncertainty

According to Steve Sexton, OEM Client Director at Recarta:

“Over the last eight months we have seen increased pressure for IT systems to adapt and scale, to cope with changing work practices and consumer behaviour. Today’s IT systems will need to provide operational resilience as well as the flexibility to scale and adapt to meet ever-changing demands across an entire supply chain.”

The focus for OEMs in the future, will be to survive, recover and then thrive.

As the world changes, OEMs and the organisations they support must adapt to stay afloat while thinking creatively about their next innovations. Global Leader of Hewlett Packard Enterprise OEM Channels & Ecosystem Program, Matt Quirk, explains:

“Organisations that are creative with their business models will have the most success in the next 12 months. The OEMs that focus on helping their customers bounce back quickly and cost-effectively with relevant support will pave the path to recovery. For example, OEMs that adopt an as-a-service approach, will ease their customers’ financial strain and gain a competitive edge. At HPE OEM Solutions, we will do everything we can to help our OEMs trailblaze the road to recovery, especially with the help of our expert channel partners.”



About Recarta

Resilience, performance, compliance

Recarta is one of the UK's leading IT advisory services. Recarta has a long history of working with global OEM organisations to ensure data compliance and infrastructure resilience throughout complex supply chains. Recarta assists with all aspects of OEM IT infrastructure, helping to reduce overall cost of ownership and ensuring organisations remain flexible, competitive, and compliant throughout their IT environments.

To find out more about Recarta visit recarta.co.uk

About HPE OEM Solutions

Transforming innovation into enduring success

HPE OEM Solutions offers its OEM partners access to an industry-leading product portfolio, 24x7 OEM-exclusive support line, extensive supply chain network and industry expertise, all available from design to deployment and beyond.

To find out more about HPE OEM Solutions visit hpe.com/solutions/OEM

