

# BANKABLE PERFORMANCE

Dell OEM Industry Solutions Group helps Amulet Hotkey cut time to market in half for its new DXM600 PC-over-IP blade workstation solution



Managing bank transactions, trading stocks, running emergency command centers, and operating industrial control terminals often require workers to use multiple computer workstations and monitors simultaneously. By using Amulet Hotkey's KVM (keyboard-video-mouse) switching solutions, companies enable their workers to access the compute resources they need for mission-critical applications from a single keyboard and mouse. The result is a streamlined workflow and an uncluttered workspace.

**SOLUTION**  
• OEM



#### **CUSTOMER PROFILE**

**COUNTRIES:** UK/US

**INDUSTRY:** Technology

**FOUNDED:** 1990

**NUMBER OF EMPLOYEES:** 60

**WEB ADDRESS:** [www.amulethotkey.com](http://www.amulethotkey.com)

#### **CHALLENGE**

Integrate a high-density platform into a new PC-over-IP® workstation solution to help customers minimize heat, noise, security, and manageability issues; accelerate time to market by selecting a vendor that can reduce in-house product development work.

#### **SOLUTION**

The Dell OEM Industry Solutions Group helped Amulet Hotkey integrate Dell™ PowerEdge™ M600 blade servers and the PowerEdge M1000e enclosure into its DXM600 product to address customer requirements and accelerate the product's time to market.

#### **BENEFITS**

##### **Go to Market Faster**

- Accelerated time to market from one year to just six months

##### **Run Your Operations Better**

- Cut operational costs for designing and developing a new product by an estimated US\$700,000
- Decreased the number of administrators required for product development by 30 percent
- Simplified solution management and improved product quality by integrating software tools with hardware management capabilities

##### **Grow Your Business Smarter**

- Expanded global customer base by ten times
- Ensured regular technology refreshes for products and smooth transitions from one generation to the next



# “THE DELL OEM INDUSTRY SOLUTIONS GROUP PLAYED ESSENTIAL ROLES IN BRINGING THIS PRODUCT TO MARKET...THE DELL TEAM FACILITATED THE RIGHT INDUSTRY RELATIONSHIPS AND PROVIDED THE RIGHT RESOURCES TO DESIGN, DEVELOP, DELIVER, AND SUPPORT THE PRODUCT.”

**Andrew Jackson**, president, Amulet Hotkey in the United States

Amulet Hotkey planned to introduce a new solution that would provide the outstanding performance required for those and other applications while also eliminating the heat, noise, security, and manageability issues of storing workstations under or beside a worker's desk. The new solution would include powerful workstations and integrate PC-over-IP technology, which would allow companies to move the workstations into a separate room or data center, where they could be more easily managed and secured.

In creating the new product, the Amulet Hotkey team wanted to work with a vendor that could reduce the burdens of product development. “Developing new products requires considerable time and effort for our engineers,” says Andrew Jackson, president of Amulet Hotkey in the United States. “We have to commit too many internal resources to designing the hardware, bringing together various component vendors, and certifying the solution. For this new solution, we needed a vendor that could accelerate our time to market and let us refocus on envisioning solutions.”

In addition, the hardware itself had to meet several key requirements. “First and foremost, we needed outstanding performance. Whether they are crunching numbers for stock trading or managing an emergency services dispatch, our customers need high-performance workstations,” says Jackson. “Reliability is also crucial. These systems have to work no matter what. We needed to select a robust system with redundancy built in.”

The product development team decided to use a blade system for the new solution to minimize the physical footprint and maximize the energy efficiency of compute resources. “Maintaining a small footprint is key,” says Jackson. “Our customers want a green solution that will minimize carbon emissions and control power, cooling, and real estate costs.”

## AMULET HOTKEY SELECTS DELL TO KEEP CUSTOMERS ON THE CUTTING EDGE

The product development team decided to work with the Dell OEM Industry Solutions Group. According to the Amulet Hotkey team, Dell combines superior technology with excellent life cycle management and a strong brand reputation. “Dell has made impressive strides with the Dell PowerEdge M600 blades and PowerEdge M1000e enclosure,” says Keith Grundon, technical director at Amulet Hotkey. “There's no question that these are the best blades on the market.”

By working with the Dell OEM group, Amulet Hotkey can update its technology consistently and keep customers on the cutting edge. “Dell incorporates the latest technology as it becomes available,” says Grundon. “Dell Lifecycle Management support helps us anticipate those changes so we can easily integrate new technology into our products. By working with Dell, we can refresh our products regularly and continue to provide our customers with the fastest, smartest equipment available.”

The Amulet Hotkey team also capitalizes on Dell's strong reputation in the marketplace. “Since we are incorporating this hardware into our own solution, we had to choose a platform that would have the best chance of being accepted by our customers,” says Grundon. “By partnering with Dell, we can offer a robust product that appeals to a wide range of companies.”

## DELL BLADES DELIVER OUTSTANDING ENERGY-EFFICIENT PERFORMANCE FOR THE DXM600

The new product is the Amulet Hotkey DXM600 PC-over-IP blade workstation solution. The DXM600 includes Dell PowerEdge M600 blades and the PowerEdge M1000e enclosure to provide the workstation performance required for trading

## HOW IT WORKS

### HARDWARE

- Dell™ PowerEdge™ M600 blade servers with Intel® Xeon® 5400 processors
- Dell PowerEdge M1000e enclosure
- Amulet Hotkey host processing card
- Amulet Hotkey desktop portal device
- Teradici PC-over-IP® processor
- Ericom connection broker

### SOFTWARE

- Amulet SoftKey® (ASK)

### SERVICES

- Dell OEM Industry Solutions Group
- Dell Hardware Customization
- Dell Support

**“DELL INCORPORATES THE LATEST TECHNOLOGY AS IT BECOMES AVAILABLE. DELL LIFECYCLE MANAGEMENT SUPPORT HELPS US ANTICIPATE THOSE CHANGES SO WE CAN EASILY INTEGRATE NEW TECHNOLOGY INTO OUR PRODUCTS. BY WORKING WITH DELL, WE CAN REFRESH OUR TECHNOLOGY REGULARLY AND CONTINUE TO PROVIDE OUR CUSTOMERS WITH THE FASTEST, SMARTEST EQUIPMENT AVAILABLE.”**

**Keith Grundon**, technical director, Amulet Hotkey

floors, emergency command and control centers, computer design studios, and more. The solution integrates an Amulet Hotkey host card and Teradici PC-over-IP technology to compress, encrypt, encode, and transmit data across a standard IP network to and from a small, stateless Amulet Hotkey portal device on the user's desktop. With this solution, workers can access the performance required to fuel quad-screen high-performance 3-D graphics, even when they are located several thousand miles away from the workstation.

By using Dell blades equipped with the Intel® Xeon® processor 5400 series for the DXM600, Amulet Hotkey can deliver the outstanding processing performance that customers demand. “The Intel Xeon processors provide excellent multi-core performance for a wide range of applications,” says Jackson. “With up to two processors per blade, and 16 blades per enclosure, each rack can pack in tremendous processing capabilities.”

The Dell blades also help Amulet Hotkey deliver an energy-efficient solution that will help customers control power and cooling costs. “Energy efficiency is critical for creating a high-density environment—high density is only useful if you can supply the power to the rack,” says Jackson. “The Dell M Series blades are by far the most energy-efficient blades in the marketplace. Independent testing has shown that they are at least 19 percent more efficient than the closest competitor. With these Dell blades, we can create a dense environment that also reduces the environmental impact of IT.”

### **DELL BLADES DELIVER MISSION-CRITICAL RELIABILITY AND FLEXIBILITY FOR CHANGE**

The design of the Dell hardware helps provide the reliability that customers need for mission-critical tasks. “The Dell PowerEdge blade system has a redundant infrastructure that is leading the industry by a long way,” says Jackson. “Redundant power supplies, network connectivity, and management capabilities help ensure that the system keeps running even if something goes wrong.”

The PowerEdge M1000e enclosure's FlexIO technology also provides the I/O options to meet specific customer requirements today and in the future. “With the Dell PowerEdge M1000e enclosure, our customers have the option of using Dell PowerConnect or Cisco Ethernet switches. They can stick with the technology they already have or make a change,” says Jackson. “For some environments, customers might decide to connect the blades to the desk by fibre to enhance security. They can make that choice, now or later, without having to rip and replace.”

### **THE DELL OEM INDUSTRY SOLUTIONS GROUP HELPS CUT TIME TO MARKET BY 50 PERCENT**

By working with the Dell OEM group, Amulet Hotkey has been able to streamline its development process. “The Dell OEM Industry Solutions Group played essential roles in bringing this product to market,” says Jackson. “We need to work with a variety of component vendors to integrate the PC-over-IP processor, graphics card,

and connection broker into the solution. The Dell team facilitated the right industry relationships and provided the right resources to design, develop, deliver, and support the product.”

“Without support from Dell, we might have taken much longer to design and develop the product,” says Grundon. “The Dell team helped us connect with the engineering team that designed the blades. By asking those engineers questions directly, we were able to reduce development time dramatically. We estimate that working with the Dell OEM group helped us shave more than six months off the development time for this product. As a result, we can be more competitive in the marketplace.”

Reducing the work involved with product development enables the company to stay focused on innovation. “We might be able to move 25 to 30 percent of personnel from those development tasks to new projects,” says Grundon.

On an ongoing basis, Amulet Hotkey continues to work with Dell to ship out customer orders fast. Dell Hardware Customization (previously known as Custom Factory Integration) helps simplify fulfillment. “In some global regions, we use the Dell Hardware Customization process to accelerate product delivery,” says Jackson. “In those cases, we ship components to Dell, they integrate those components, and then ship the product directly to the customer. Dell Hardware Customization helps us reduce the costs of product delivery while turning around orders quickly.”

# “THE STRENGTH OF THE DELL BRAND AND THE GLOBAL REACH OF DELL SUPPORT WILL HELP TO MAKE OUR PRODUCT EVEN MORE APPEALING TO POTENTIAL CUSTOMERS. AS A RESULT OF OUR RELATIONSHIP WITH DELL, WE ESTIMATE THAT WE HAVE ACCESS TO TEN TIMES MORE CUSTOMERS THAN BEFORE.”

**Andrew Jackson**, president, Amulet Hotkey in the United States

## THE DELL PARTNERSHIP HELPS AMULET HOTKEY SIMPLIFY SOLUTION MANAGEMENT

Customers use Amulet SoftKey® management software and an Ericom connection broker included with the solution to monitor every host system, desktop portal device, and PC-over-IP blade. “Amulet SoftKey leverages all the management features of the Dell M1000e enclosure to provide extensive control while also simplifying system administration,” says Jackson. “We have designed Amulet SoftKey to build on those Dell features so we can deliver management capabilities that are specific to our workstation solution.”

The Amulet SoftKey team was able to achieve that system management integration through close work with Dell. “Dell provided us with application programming interfaces so we could easily integrate our code,” says Jackson. “Without help from Dell, we would not have been able to achieve such seamless integration.”

## DELL GLOBAL PRESENCE HELPS EXPAND CUSTOMER BASE BY 10 TIMES

Partnering with Dell helps Amulet Hotkey deliver outstanding support for its products all over the world. “The ability for Dell to ship parts the same day in most countries and regions where our customers

have a presence is extremely helpful,” says Jackson. “Coupling that global reach with our company’s expertise in our customers’ specialized environments results in a very powerful support program.”

The Amulet Hotkey team believes that the Dell partnership will help multiply sales. “With help from Dell, we have produced a better quality product with solid integration of hardware and software components. In addition, the strength of the Dell brand and the global reach of Dell support will help to make our product even more appealing to potential customers,” says Jackson. “As a result of our relationship with Dell, we estimate that we have access to ten times more customers than before.”

Clearly, the Amulet Hotkey team is proud of its association with Dell—Jackson notes that his company leaves the Dell badge on the blade system. “It’s very important to our customers that the hardware is manufactured and supported by a tier-one company,” says Jackson. “We want to spotlight the fact that this equipment is made by Dell.”

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