Hewlett Packard Enterprise

MBX Systems and HPE deliver seamless hardware appliance programs for growing ISVs

Tier 1 platforms and global support allow ISVs to deliver turnkey solutions worldwide

Objective
Deliver a reliable hardware appliance program that allows software developers to focus on product innovation and business growth

Approach
Partner with HPE to provide the integration, platform engineering, custom branding, platform delivery, global inventory management, and warranty support software vendors need to expand into markets worldwide

IT Matters
- Provides reliable hardware platforms customized for each vendor's business needs
- Worldwide support packages delivered through HPE's global support infrastructure, including onsite premium support
- Cross-border warranty transfers ensure support package travels with the system

Business Matters
- Tier 1 HPE server platforms deliver compliant and reliable solutions worldwide
- MBX Managed Inventory program mitigates supply chain risks and helps balance cash flow for customers
- Access to HPE product roadmaps enables MBX to help customers make long-range business plans

MBX Systems serves as the hardware arm of software developers and service providers, allowing them to stay focused on developing and selling their software. By leveraging the HPE OEM program, MBX provides the integration, platform engineering, custom branding, platform delivery, global inventory management, and warranty support software vendors need to expand into markets worldwide.

MBX Systems designs and delivers application-optimized server appliances for some of the world's largest independent software vendors (ISVs) and service providers. Their customers rely on MBX for the reliable turnkey solutions, with the global support, supply chain and inventory management services they need to grow their business while managing cash flow and staying focused on product development and innovation.

As an HPE OEM-Integrator partner, MBX can provide an end-to-end hardware appliance program for its customers that encompasses business planning, solution design, logistics, and support.

"Our relationship with the HPE OEM program gives us a strong Tier 1 hardware advantage, lets our customers efficiently and cost-effectively address global markets, and helps speed time to market by streamlining our production and distribution processes," says

"MBX works with the HPE server portfolio to develop purpose-built appliances backed by HPE's global support infrastructure. The HPE OEM Program provides us with full visibility into HPE product lifecycles and technology roadmaps and allows us to deliver high-performance solutions geared to the unique needs of each software company."

— Chris Tucker, Vice President of Customer Engagement for MBX Systems

Chris Tucker, vice president for Customer Engagement for MBX Systems. "Combining these benefits with our value-added services such as custom branding and flexible inventory programs helps us ensure that our software vendor customers get the best possible solution for their hardware needs."

A Tier 1 hardware platform with global support

"Software companies need high-quality hardware platforms so they can focus their engineering resources on developing their software instead of building core hardware expertise," says Tucker. "The HPE OEM program has an international focus, understands the business models of OEM partners, and offers a wide range of Tier 1 servers certified for use worldwide."

Many software customers are migrating to HPE ProLiant DL380 Gen10 and DL360 Gen10 servers running on Intel® Xeon® processors. "Our customers appreciate the reliability of HPE servers and view them as a way to enhance the value of their bundled solutions and make their appliances easier to market," Tucker explains.

All the HPE servers provided by MBX include hardware certifications and cross-border warranties, so MBX customers can sell their products in countries they choose without worrying about compliance with local regulatory requirements. Each HPE platform is purchased with Foundation Care from HPE Pointnext. This allows MBX to leverage comprehensive support, including remote diagnosis and onsite repair. MBX also offers Proactive Care from HPE Pointnext so that its customers can connect their servers to HPE for proactive analysis, faster troubleshooting, problem resolution, and operations support.

Customer at a glance

Hardware

- HPE ProLiant DL380 Gen10 Servers with Intel® Xeon® processors

- HPE ProLiant DL360 Gen10 Servers with Intel® Xeon® processors

- HPE Apollo Systems

- HPE Edgeline Systems

Services

- Foundation Care from HPE Pointnext

- Proactive Care from HPE Pointnext

A seamless partnership—from design and configuration to supply chain management and business planning

"From platform engineering, custom branding, and manufacturing to global inventory management and warranty support, we want to be there for our customers every step of the way," says Tucker. "Our OEM-I partnership with HPE means we can provide the end-to-end hardware appliance program our customers need to grow their global business without worrying about supply chain issues, cash flow, or hardware performance."

With access to HPE product roadmaps and engineering staff, MBX can provide valuable product lifecycle insights and work with its customers to make business planning decisions, while the MBX Managed Inventory program helps customers balance their cash flow and shorten time to market for their solutions. And as an OEM-I partner, MBX can provide global cross-border warranty transfers and support infrastructure.

According to MBX customer, Michael Picton, co-founder and vice president of Managed Detection and Response Services for Morphick, a cyber security software developer, the advantage of working with MBX and HPE is clear. "As we began growing internationally, a big concern for us was the different requirements for duties, tariffs, and export control and compliance," says Picton. "Working with MBX and HPE OEM servers, it was like pressing the easy button. Everything just flowed and we were able to meet our commitments to our customers by seamlessly delivering products all over the world very quickly, as if we'd been doing it all along."

Learn more at
hpe.com/partner/OEM

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