



HPE OEM partner Imagine Communications speeds time to market for unique video solutions

Media innovator cuts lead time, gains flexibility to customize HPE servers

Objective

Streamline supply chain for complete, custom-configured video capture, processing, and delivery solutions

Approach

Partner with HPE OEM program to acquire base server configurations for custom fitting to customer specifications and global HPE support

IT matters

- Shortens lead times to acquire base server configurations
- Simplifies custom configuration of complete solutions
- Enables more predictable inventory supplies

Business matters

- Accelerates customer solution delivery from 8 to 10 weeks to 2 weeks
- Reduces the waste and cost of unused preconfigured inventory
- Assures customers of responsive global hardware support



HPE OEM partner, Imagine Communications, relies on robust HPE ProLiant servers, HPE MSA storage, and a unique build-to-order supply chain to deliver its innovative video capture, processing, and delivery solutions for the media and entertainment industry, shrinking lead times and improving inventory predictability.

Imagine Communications empowers the media and entertainment industry with its innovations, enabling broadcasters, networks, video service providers, and enterprises around the world to take their video content from camera to display. While Imagine's intellectual property is principally software, the company requires robust hardware on which to deliver a complete solution. And that's exactly what Imagine gets as an HPE OEM partner: rock-solid HPE ProLiant DL360 and DL380 Gen10 servers and HPE MSA storage.



“We’re able to have more base configurations in stock and deliver complete solutions to customers faster. Our relationship as an HPE OEM partner provides the flexibility we need to support our customers with shorter lead times while improving inventory turnover.”

– Sergio Ferreira, Director, Operations and Supply Chain, Imagine Communications

Why HPE? Sergio Ferreira, director of operations and supply chain at Imagine Communications, answers, “HPE technology is second to none. HPE servers and storage deliver the performance and reliability our customers require, and HPE provides global support, which is critical for customer satisfaction.”

The challenge for Imagine is that every customer has unique workloads, requiring each server to be configured with the right mix of network interface cards, CPUs, graphics accelerators, and other core components. Custom-configuring servers in the factory could add substantial lead time and risk missing critical deployment deadlines. Equally challenging is anticipating customer needs by building fully configured servers in advance, which could leave unneeded systems aging on the shelf.

However, through the HPE OEM program, Imagine found a solution that brought greater predictability, more efficient inventory management, and faster time to market.

HPE OEM program streamlines made-to-order solutions

The HPE OEM program enabled Ferreira to acquire HPE Mod-0 servers—base configurations of the HPE ProLiant DL360 and DL380 Gen10 servers that can be custom fit by Imagine’s solution integrator, Arrow Electronics. Arrow stocks a variety of NICs, CPUs, GPUs, and RAID cards, so when an order comes in, they can quickly assemble the base servers to the customer’s exact requirements and load Imagine’s software.

“We’re able to have more base configurations in stock and deliver complete solutions to customers faster,” says Ferreira. “Our relationship as an HPE OEM partner provides the flexibility we need to support our customers with shorter lead times while improving inventory turnover and reducing costs.”

In fact, Imagine can now deliver on customer orders within two weeks, compared to a typical 8- to 10-week lead time in the past.



Case study

Imagine
Communications

Industry

Media and
entertainment

Customer at a glance**Solution**

Video content processing solutions for the media and entertainment industry, supporting video capture, encoding/decoding, branding, dynamic ad insertion, and playout over live broadcast or streaming

Hardware

- HPE ProLiant DL360 Gen10 servers
- HPE ProLiant DL380 Gen10 servers
- HPE MSA storage

Software

Imagine Communications software

HPE Pointnext

HPE Foundation Care

Imagine also values the global support provided through the HPE OEM program. Leveraging HPE Foundation Care Services from HPE Pointnext, Imagine assures customers of expert problem resolution within 24 hours, including on-site hardware service if needed. "The global reach of HPE Pointnext makes a big difference," Ferreira notes. "There are regions of the world where it's difficult to import products, but HPE has a presence there and stocks replacement parts in country, so we can provide the level of responsive support our customers need."

Ferreira concludes, "Our customers appreciate that Imagine provides our solutions on robust HPE platforms and that HPE Pointnext stands behind their products with great support."

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