



# HPE OEM PROGRAM ACCELERATES GLOBAL SOLUTION DELIVERY AND SUPPORT FOR ANRITSU

Telecom operators gain rapid access to  
world-class technology at lower TCO

## Objective

Accelerate global delivery and support of service assurance solutions for telecommunications operators

## Approach

Partner with HPE OEM program and Avnet Integrated Solutions to streamline acquisition, integration, and distribution of OEM equipment on a global basis

## IT matters

- Accelerated responsiveness to new customer solution requests
- Standardized IT, extending equipment life, and enabling more predictable forecasting
- Ensured consistent, responsive technical support worldwide

## Business matters

- Gained global delivery and support network to better serve multinational customers
- Enabled Anritsu to pass along TCO savings to its customers
- Achieved higher customer SLAs through more proactive service



As a leading provider of service assurance solutions to telecommunications operators, Anritsu needed an OEM partner to streamline global delivery and support. By leveraging the HPE OEM program, Anritsu accelerated its response to customer project requests, and was able to pass along significant TCO savings.

In today's mobile, digital age the ability to connect our smart devices to content anytime, anywhere is basically taken for granted. At least, that's the way consumers see it. For telecom operators, however, every day is a challenge to ensure service availability and quality that meets customers' high expectations. That's why many of the world's largest telecom operators turn to Anritsu.

Anritsu, a multinational conglomerate, provides its customers with end-to-end service assurance through intelligent monitoring of network and service quality against thousands of key performance indicators (KPIs). For this, the company requires an infrastructure that is reliable over many years of service, and expertly supported across the globe. That's where the HPE OEM Partner Program comes in.

## Customer at a glance

### Solution

Service assurance for telecommunications operators

### Hardware

- HPE ProLiant DL Gen9 and Gen10 servers

### HPE Pointnext Services

- HPE Proactive Care
- HPE Foundation Care

Jörg Schneider, Anritsu's director of innovation and strategy, remarks, "HPE OEM gives us the global reach to meet the product and service needs of our multinational customers more efficiently than we could on our own."

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– Jörg Schneider, Director of Innovation and Strategy, Anritsu

Having proactive, in-country service and support from [HPE Pointnext Services](#) is also a key advantage for Anritsu. With HPE Pointnext Services, Anritsu now has an extension of its in-house team that spans the globe with expert technical support and proactive services.

"Providing service assurance for our customers is a 24/7 business," Schneider points out. "We are measured against SLAs, which means we have to minimize our mean time to repair. Using HPE Pointnext Services through the HPE OEM program, we've been able to deliver more responsive service and achieve higher SLAs for our customers."

## HPE: PROVIDING OEM MANUFACTURERS A PARTNER FOR THE FUTURE

As Anritsu continues to evolve its service assurance business, the HPE OEM program provides the company with access to the latest technologies and services on which to innovate and expand the breadth of its service assurance capabilities. In fact, Schneider is already evaluating platforms and solutions such as [HPE Synergy composable infrastructure](#) and [HPE GreenLake](#) from HPE Pointnext Services, which provides a consumption-based model for IT.

"HPE is a technology leader, and we value working with the HPE OEM program to synchronize our roadmaps," says Schneider. "We've been very happy with how the HPE OEM organization has helped us put the right infrastructure in place for our customers, and now they are helping us understand new possibilities for the future."

## LONGER-LIFE OEM TECHNOLOGIES WITH MORE PREDICTABLE COSTS

Working collaboratively, HPE and its OEM integration and distribution partner, Avnet Integrated Solutions, enable Anritsu to acquire [HPE servers](#) more quickly than it could under a traditional purchase arrangement. This enabled Anritsu to accelerate responsiveness to new customer solution requests. The program's extended warranty terms on HPE servers also meets the longer deployment life of Anritsu's OEM solutions.

Schneider notes, "In many cases, we have to react to customers by the next business day, which the HPE OEM program enables us to do through their global infrastructure. The enhanced warranty for HPE OEM technologies also gives us more predictable forecasting and allows us to offer our customers TCO savings."

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