Success Story
Intel® Software Partner Program
Manageability Initiative

open-e

"We feel the synergy effects from the Intel® Software Partner Program clearly. To offer our customers complete storage solutions together with Intel is a real breakthrough. We enjoy support from Intel through new opportunities and resources – this is directly reflected in our sales figures."

–Krzysztof Franek,
CEO and President of Open-E

Challenge:
Open-E, a specialist provider of storage software, does only have limited resources for trade fairs and marketing campaigns. In addition, the benefits of the all-in-one storage software can be communicated more easily in conjunction with a powerful hardware platform.

Solution:
By optimising and certifying the Open-E storage software for Intel hardware, both companies can offer complete and innovative with maximum performance and scalability.

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Intel® Software Partner Program opens the door to new market sectors

Shared marketing boosts sales of the storage solutions from Open-E

Open-E represents cost-effective, powerful and easy-to-use NAS and SAN storage solutions. In order to become established in the fast-growing global market segment for storage systems, Open-E has joined the Intel® Software Partner Program. By participating in this comprehensive, collaborative program, the storage software firm receives wide-ranging support for marketing, such as a joint presence at industry trade shows like CeBIT, for example.

The collaboration with Intel focuses on four core technology areas: Open-E takes advantage of Intel® I/O Acceleration Technology (I/OAT), the Enclosure Management functions of the Intel® Storage System SSR212CC and SSR212MC2, Intel® Multi-Core Architecture, and Intel® iSCSI Boot. Open-E uses these innovative technologies from Intel as the basis for its high-performance and pioneering storage solutions, for example Open-E NAS-R3 and Open-E iSCSI-R3. New on the market is the Intel Storage System SSR212MC2, with dedicated Enclosure Management features for efficient management and control. Open-E provides the Intel-certified Data Storage Server (DSS) for this, equipped with software for NAS and iSCSI, plus fibre channel functions. "We have optimised our software solutions for barebone storage servers from Intel and support Intel's I/OAT technology," says Krzysztof Franek, CEO and President of Open-E. Customers thus receive a powerful, coordinated complete system that enables them to manage their storage capacities with ease. This new storage system, which replaces the predecessor version SSR212CC, was unveiled at the Intel Channel Conference (ICC). "The performance of our software depends greatly on the performance of the underlying processors," explains Krzysztof Franek, CEO and President of Open-E. "To support us as far as possible in the optimisation of our software solutions. Intel's application engineers in Germany and the USA collaborated directly with Open-E's developers. To achieve an optimum result, Open-E is gearing its entire software programming activities towards Intel's architecture."

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Crucial reputation boost

Open-E is one of the very first participants in the Intel Software Partner Program. "We already had contact with Intel, but the Software Partner Program was what brought about the breakthrough," explains Ruth Philipp, Sales and Marketing Director EMEA at Open-E. "We were immediately in touch with the right people and we were able to draw up and implement measures together. Intel supports us right along the line and we feel very well looked after. The partnership with a player of this size brings a considerable boost to our reputation. For us, Intel is a door-opener to new customers and the joint sales of user-oriented solutions."

Joint trade fair presence

Following the successful optimisation process, Intel supported Open-E with an extensive marketing package at CeBIT. The activities included a joint e-mail newsletter, a backgrounder announcing the technological collaboration between Intel and Open-E, and an Open-E demo point at Planet Reseller. "The individual measures and the joint trade fair presence were extremely rewarding for us," says Krzysztof Franek. "We were able to show customers a specific solution – a real plus for sales. During the trade fair we generated more than 40 leads from Germany, Austria and Switzerland as well as 19 from other countries. The marketing material was also really well received; we used it for press activities at CeBIT, for example." Participation in the Intel Software Partner Program is a win-win cooperation for both companies. Open-E recommends Intel storage solutions to its customers and often sells the systems at the same time. In return, the smaller firm receives marketing support and access to events and resources that it would not enjoy without Intel's help. "We both profit enormously from the synergy effects," says Philipp. "We appreciate Open-E as a partner and are excited about the potentials we can evolve together with the cooperation based on our partner program", says Andrei Mazanov, EMEA Director Intel® Software Partner Program.

Winning new resellers with Intel marketing materials

At the moment, Open-E is creating three important documents that will serve as solution recipes for presales, marketing and technical consulting. These will then be published in the Intel layout, thereby demonstrating the power of Open-E's storage solutions in combination with Intel hardware. The 2-page Marketing Brief illustrates to customers the key aspects of the joint SSR212MC2 storage system. A comprehensive Solution Recipe explains to sales engineers and resellers the key points of the solution and provides them with major sales arguments. The engineers who implement the hardware and software solution find all the information they need in an extensive Solution Deployment Guide. Intel will distribute these three documents on its website and in particular make them available for the sales channel. "This enables us to reach resellers that we would otherwise not have any access to, and we can provide them with key sales aids," says Philipp. "For us, this dissemination via Intel is an excellent opportunity, and we can also use the documents ourselves. What's more, we can also have them translated into various languages for use worldwide." Open-E and Intel are currently also working on another project. Together, they are drawing up a user example that shows how Open-E's iSCSI technology works in combination with Intel hardware and Oracle databases. The software mirrors the volumes and supports the Oracle cluster. "By representing specific solutions such as these, we are giving our resellers key sales materials that they can use as examples when advising customers," says Franek. "In the future, we will continue to market joint solutions and have joint presence at trade fairs. I could very well imagine an Intel / Open-E storage solution in combination with virtualisation technologies, for example. We will be continuing the highly profitable collaboration with Intel in any case. I can highly recommend the Intel Software Partner Program to interested ISVs."

About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by: