Case study

Epicon develops game-changing Enterprise IT Management Solution

Australian company speeds time to market with technology and support from HP OEM Program

Industry
Information Technology

Objective
Develop a streamlined, scalable solution for delivering the company's Data Centre Management Appliance (DCMA)—a comprehensive Enterprise IT Management Solution to help businesses define and implement their IT strategy

Approach
Leverage the HP OEM Program to speed time to market for the DCMA and allow the company to focus on its core software development and service delivery expertise

IT matters
• Allows continuous development focus on integration and building value-added software

• Reduces the cost and complexity of product fulfilment, integration, distribution, and logistics

• Ensures consistent, high quality builds for each DCMA appliance

Business matters
• Enables customers to rapidly adopt innovation

• Accelerates time to market by leveraging HP Global Distribution and logistics centres in initial rollout

• Streamlines ordering, configuration and deployment to reduce costs and accelerate delivery

"**Epicon DCMA is more than just an IT Management tool. It's a comprehensive solution that allows enterprises to take full control of their IT environment and continuously mature it in an elegant, fast and truly cost efficient way. Our partnership with HP has allowed us to speed our time to market and build the solution on proven, reliable technology.**"

— Yair Tzur, Managing Director, Epicon

Australian-based consultancy firm Epicon recently sought to expand its offering and fill a gap in the market for an integrated IT Management solution. Supported by technology from HP, Epicon has developed DCMA, an innovative and comprehensive Enterprise IT Management Solution. In addition to gaining access to robust technology at competitive costs, Epicon's partnership with the HP OEM Program has allowed the company to tap into HP's global distribution and logistics facilities, speeding the rollout of its solution.

Focus on services not tools

Based in Australia, Epicon started out as a consulting firm in 2008, initially helping large companies implement HP software solutions. Those at Epicon soon saw a gap in the market for an integrated and simple to implement, end to end IT Management solution. There were many disparate tools available to organisations but few services, and it was challenging for IT executives to get full visibility of their entire IT environments—whether hosted locally or in the cloud.

Tackling this challenge, Epicon developed a complete solution that empowers customers to understand, control and transform their IT environment and operations. Epicon's Data Centre Management Appliance (DCMA) integrates several services into one holistic solution with a logical data flow, and provides a single, standardised view of all IT operations to help CIOs optimise current resources, master the basics, and plan for the future.

In a nutshell, Epicon's DCMA makes it easy for IT staff to understand what's going on and get an overall simplified view. It highlights problems and works to get them under control quickly. It enables staff to learn from these problems and automate a solution to transform them.

This three stage approach allows organisations to evolve their IT environment quickly and responsibly. It also significantly reduces IT operational costs.

Superior technology and global support

Building a powerful solution for managing IT environment resources on premise or from the cloud requires proven hardware, software, and networking capabilities. While designing the DCMA, Epicon recognized the value of developing a single partnership to support development, configuration, distribution, and deployment.

Yair Tzur, managing director for Epicon, said, "Our team are highly skilled experts and we want them to stay focused on doing what they do best and addressing customer challenges. Given our long history with HP and understanding of its hardware and software, we knew partnering with HP would allow us to retain this focus, accelerate our growth, and transition from a services business to a product one."

But the benefits of the HP OEM Program went beyond even what Epicon anticipated.

By aligning itself with the HP OEM Program, Epicon was able to accelerate its time-to-market while focusing its resources on software development and service delivery. This was achieved in large part by leveraging the HP Global distribution and logistics centres to "industrialise" the initial DCMA rollout phase.

"Working with a single partner who can offer leading technology at competitive prices also reduces the cost and complexity of product fulfilment, integration, distribution

Customer at a glance

HP Hardware
• HP ProLiant Gen9 Server Blades
• HP ProLiant Gen9 Storage Blades
• HP BladeSystem Enclosures

HP Software
HP IT Operations Management Software suite (ITOM)
• IT Service Management (ITSM)
• Business Service Management (BSM)
• Business Service Automation (BSA)
• Configuration Management and Auto Discovery (CMS)
• Cloud Service Automation (CSA)
• HP Propel service broker solution

and logistics," said Tzur. "There are also the benefits that come with partnering with a reliable brand like HP. Epicon can count on consistent, high quality builds for each DCMA appliance. The partnership has also aided sales and marketing with customers having a positive perception of HP technology."

Epicon architected DCMA to run its proprietary applications on an appliance based on HP hardware and software. Epicon also wrote integration software to provide a common interface to customers, and worked closely with HP to simplify the ordering, configuring, and deployment process.

The DCMA solution is underpinned by HP BladeSystem technology and the vast majority of the HP IT Operations Management Software product suite. The DCMA includes HP ProLiant Gen9 Server Blades, HP ProLiant Gen9 Storage Blades in HP BladeSystem Enclosures.

Tzur said, "The strength and reliability of HP's technology is reflected in our DCMA solution. HP's global ability also meshes with our future goals with simplified cross-border purchasing, deployment and services to support our customers as we expand our market beyond Australia."

A synergistic business relationship

Joining the HP OEM Program has delivered results for Epicon, HP and their mutual customers. "Epicon wins because our

relationship with HP allows us to build and deliver DCMA with total confidence. HP wins because the company gains additional revenue with each sale," said Tzur.

Customers benefit from Epicon's cutting edge solution supported by HP technology.

"Epicon's DCMA solution does much more than just help customers manage their IT environment," said Tzur. "We are taking our customers on a journey, enabling them to mature their IT environments and giving them information to make fast technology decisions and respond to business needs."

Major enterprises throughout Australia have already deployed Epicon's DCMA, including federal agencies, airlines, major banks and telecommunications service providers.

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Learn more at
hp.com/go/oem