

Case study

BCDVideo wins with HP-based platform over white box alternatives for IP video surveillance storage solutions



Leverages HP OEM Program to build innovative solutions while driving cost, complexity, and uncertainty out of operations

Industry

Security Technology

Objective

Build global leadership in IP video surveillance market by maintaining competitive advantage over low-cost white box solutions

Approach

Partner with HP OEM Program to provide reliable, customized IP video surveillance storage solutions with a lower TCO than white box platforms

IT matters

- Provides higher-quality, more reliable platforms than white box solutions so customers can depend on them for around-the-clock video surveillance
- Reduces international maintenance risks through global service and support
- Allows internal engineering resources to stay focused on enhancing BCDVideo intellectual property

Business matters

- Lowers development, production, and back-office costs by relying on a single partner for servers, storage and networking
- Streamlines ordering, configuration, and deployment to reduce costs and accelerate delivery
- Differentiates solutions versus white box competitors through superior reliability, availability, and global support

BCDVIDEO™

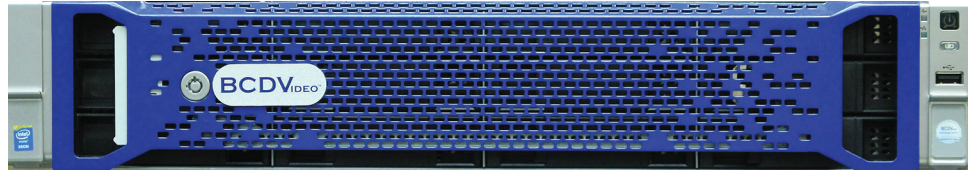


BCDVideo offers up to 1.7PB of video-optimized storage in only 22U of rack space.

“Leveraging the HP OEM Program allows us to differentiate our IP video surveillance solutions from commodity white box platforms based on quality and reliability. Integrators worldwide recognize the value of our brand, and our relationship with HP not only allows us to optimize our operational efficiency, it gives us major credibility in a highly competitive marketplace.”

– Jeff Burgess, President, BCDVideo

An industry leader in IP video storage solutions, BCDVideo relies on HP products and services to succeed in a competitive market and gain competitive advantages over low-cost white box solutions. The HP OEM Program provides BCDVideo with leading technology, platform stability, dedicated resources, and flexible services that help BCDVideo differentiate its surveillance solutions, reduce costs, mitigate risks, and drive business growth.



BCDVideo's award-winning 2U Video Recorder can hold up to 90TB of internal SAS storage

Based in Illinois, BCDVideo has worked with 37 of the world's top 40 security integrators and has achieved a global footprint of successful installations. BCDVideo-branded IP Recording Servers are deployed in hospitals, schools, casinos, retail stores, airports, sports facilities, and concert stadiums, and BCDVideo currently is recording video in 36 countries spread across six continents.

BCDVideo relies on HP products and services to succeed in the competitive, fast-growing video surveillance market. "By making the decision to build off of HP versus a white box solution or even DELL, we knew that we would face price competition from lower-cost boxes built with commodity components," says BCDVideo President Jeff Burgess. "But servers and storage pre-built specifically for IP video surveillance make the best solutions, and our OEM relationship with HP allows us to offer better reliability, more customization capabilities, along with better scalability and support."

"Some security integrators feel the pressure to compete by selecting lower-cost white box video solutions cobbled together from off-the-shelf components," says BCDVideo President Jeff Burgess. "But, when you look at the BIG picture, buying a box without considering what it will do to your profits as you attempt to support the unit over the life of your project just doesn't make sense. But by building our solution from the HP foundation, we are able to position our product as the lowest-cost SOLUTION."

Innovative, customized solutions set BCDVideo apart from white box vendors

As a member of the HP OEM Program, BCDVideo can leverage a broad portfolio of HP products and services in its innovative solutions. "HP's OEM program provides us with the ability to work closely with HP OEM engineers to build compelling products," says Burgess. "HP's broad product set brings breadth and flexibility to our portfolio and allows us to offer competitively priced, high-quality solutions. This relationship also gives us access to the latest HP technology and global service and support that helps us address new geographic markets."

HP provides advance models of next-generation technology, even collaborating with BCDVideo when developing future features. "BCDVideo and HP work together developing new ideas," states Burgess. "Integrators appreciate our innovation over white box platforms, and if we continuously also make it cost-effective for the integrator, we become their trusted partner, and they begin to standardize on our brand."

Customer at a glance

HP Hardware

- HP ProLiant DL320e Gen8 v2 Server
- HP ProLiant DL380e Gen8 Server
- HP ProLiant MicroServer Gen8
- HP ProLiant DL60 Gen9 Server
- HP ProLiant DL80 Gen9 Server
- HP ProLiant ML350 Gen9 Server
- HP D3600 Disk Enclosure
- HP D6000 Disk Enclosure

HP Services

- HP Foundation Care
- HP Factory Express

Scaling the business with HP's global supply chain

While a white box supplier may be able to help get a new solution to market inexpensively, they typically don't have the extensive supply chain and support resources to help companies scale.

With HP's global supply chain and Factory Express Custom Integration Services, BCDVideo can cost-effectively deliver customized solutions to customers worldwide.

Burgess continues, "We know that our products will be available, that they will function reliably, and if in the rare instance one fails it will be quickly serviced swiftly anywhere in the world by HP. Our OEM relationship with HP, along with our technology, allows us to take the risk away from our integrator customers. We've worked hard to build a scalable business model to expand geographically and leverage the innovation and reliability of our IP video surveillance storage solutions to successfully compete with white box alternatives."

HP's global support helps lower TCO

All BCDVideo's Video Recording Platform products come standard with an HP five-year worldwide on-site warranty, which is a major selling point. "Integrators never have to worry about support costs or sending technicians out to the field to replace units, which is a major problem for white box alternatives," says Burgess. "We can log in to any platform anywhere in the world to reboot or restart it, and nearly all of our service can be performed remotely."

"We're never the lowest cost solution in the market, but we offer the lowest total cost of ownership for the five years that an integrator typically owns a video recording platform," says Burgess.

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