

## BCDVIDEO™

### Objective

Maximize performance, scalability, and efficiency of IP video infrastructures for security integrators

### Approach

Leverage the HPE OEM program to build innovative IP video server solutions on HPE ProLiant Gen9 servers and the entire HPE hardware portfolio

### IT Matters

- Doubled the number of cameras per video server from 500 to 1,000
- Achieved the highest throughput ever tested on an IP video recorder, improving image quality on large projects
- Reduced support requirements with self-healing systems, saving time and money

### Business Matters

- Increased flexibility to mix and match cameras for each projects' unique requirements
- Strengthened competitive advantage with a simplified video infrastructure offering greater performance and efficiency
- Lowered total cost of ownership to improve profitability on projects

# BCDVideo sharpens global image as IP video server leader through the HPE OEM program

Drives performance, scalability, and agility with HPE ProLiant Gen9 portfolio



IP video server innovator BCDVideo continues to improve performance, scalability, and efficiency for resource-intensive video surveillance projects. By migrating to the HPE ProLiant Gen9 portfolio, BCDVideo doubled the number of cameras per server, providing security integrators with greater flexibility, higher throughput for improved image quality, and an even lower total cost of ownership.

Nearly everywhere you turn today, video surveillance cameras are on watch to deter theft, expose fraud, aid criminal investigations, catch speeders, gain business intelligence, and more. From your local grocery store to sports arenas, airports, hospitals, schools, hotels, and institutions of all types and sizes, cameras are capturing footage critical to public safety, protection of property, and community well being.

However, as the number of cameras skyrockets and resolution improves, many organizations are challenged to store the massive amounts of video data being generated. Large venues like airports and stadiums may have thousands of cameras, which can strain typical white-box video servers and result in poor image quality. And new legal requirements are driving longer retention periods, compounding the storage issue.

“Building on the HPE portfolio and global brand, BCDVideo’s business is exploding around the world. Working together with HPE, there is not an environment or budget that we cannot accommodate with an innovative solution.”

– Jeff Burgess, President, BCDVideo

BCDVideo has solved this problem for organizations in 39 countries across six continents. In fact, BCDVideo has become the go-to IP video server manufacturer for 47 of the top 50 security integrators in North America, many global in size. The reason is simple: BCDVideo doesn’t simply move “boxes,” they architect custom solutions that precisely fit each application to deliver optimal performance, scalability, and efficiency. That’s not just talk—they guarantee it.

As a manufacturer, BCDVideo understands that quality solutions start with quality parts. That’s why they rely exclusively on HPE servers, storage, and networking. As part of the HPE OEM program, BCDVideo can match customer requirements to just the right HPE platform, whether an HPE Z230 Workstation for smaller deployments or the latest HPE ProLiant DL380 Gen9 Server for large enterprise installations.

Jeff Burgess, BCDVideo’s president, remarks, “Having HPE as our OEM supplier gives us outstanding technology, as well as access to HPE engineers, advance notice on lifecycle events, and global support. Whether we’re designing a solution for a small retail franchise or a multi-campus global enterprise, HPE has a platform I can build on to match the integrator’s exact requirements. Working with

HPE as an OEM partner brings a wide range of competitive advantages for BCDVideo. They understand our market and go the extra mile to meet our unique business needs.”

### **Double the number of cameras per video server**

The world of video surveillance is constantly evolving, with growing use of high-resolution 20 megapixel cameras and 360-degree cameras that come with demanding bandwidth requirements. Retention periods for video data are also doubling in many cases from 30 to 60 days, further testing the limits of legacy infrastructures.

“The big challenge for security integrators is that customers are more savvy today,” says Burgess. “A lot of organizations that first moved to IP video quickly discovered their plain vanilla video server couldn’t scale with performance. Every time they added a camera, video quality went down. With HPE, we give our integrator customers a solution that’s optimized for video and can scale practically without limits. In fact, the two major software companies in the video market rated our server as having the highest throughput they’ve ever tested on an IP video recorder.”

While HPE ProLiant Gen8 servers have been the standard for BCDVideo's global deployments, the company is now moving to HPE ProLiant Gen9 for even greater performance and scalability. Among the workhorses of the Gen9 family, the HPE ProLiant DL80 Gen9 Server based on the Intel® Xeon® Processor E5-2600 v3 product family, as optimized for video by BCDVideo, was certified by the leading video software companies to run twice as many cameras as the Gen8-based server—1,000 vs. 500. On top of that, BCDVideo's BCD524 video server, based on the ProLiant ML350 Gen9 Server provides up to 144TB of SAS storage per server, increasing the system's internal storage capacity by 150%.

Burgess points out that the impact of these new capabilities on BCDVideo's customer—security integrators—is significant. "With Gen9 we can offer security integrators much more flexibility to mix and match cameras on a single server. It simplifies the infrastructure and offers greater efficiency without giving up performance. Gen9 is opening unbelievable doors for our business, giving BCDVideo an edge as an embedded HPE partner that our competitors can't touch."

An added differentiator for BCDVideo comes from the HPE Active Health System, which provides continuous, proactive monitoring of more than 1,600 system parameters on every ProLiant Gen9 server.

"The system takes care of itself, sending alerts to trigger onsite service calls long before any failure actually occurs," Burgess says. "That allows BCDVideo to sell a unit to an integrator and position it as a one-time cost for five years—that will likely keep them fully up and running, never needing a follow-up visit after an onsite service call. As a result, our solutions provide a lower total cost of ownership than traditional off-the-shelf servers. Integrators appreciate that added value because it translates to higher profitability on every project."

## **Complete, unified infrastructure optimized for video**

A major differentiator for BCDVideo is their total solutions approach. Burgess explains, "We've been pioneers in bringing an IT infrastructure mentality to the video market. We don't look at our solution as just a server; we give integrators a complete, stable, unified infrastructure."

BCDVideo's solution approach includes storage, networking, and client viewing stations—all built on HPE products and technologies and supported by HPE Foundation Care Services. For example, if a solution calls for centralized storage, BCDVideo offers video-optimized solutions based on HPE 3PAR StorServ storage. When external storage is needed, HPE D2000 or D6000 Disk Enclosures fit the bill. And every project includes networking design as a value add, typically incorporating HPE OfficeConnect or HPE FlexCampus switches.

HPE Z Workstations are also integral to BCDVideo solutions, as client viewing stations. "No one reads video from a server; they need client stations," Burgess notes. "So with every server, we provide one to five BCDVideo workstations with HPE monitors, because the end customer might need to run the video at various stations throughout a building."

BCDVideo most frequently uses the HPE Z230 Workstation or the HPE Z420 Workstation if an additional drive bay is needed. HPE Z Workstations deliver extreme high performance, with advanced graphic and video capabilities. For some smaller camera projects, the company incorporates the HPE EliteDesk 800 G1, a desktop PC capable of driving up to 16 digital video cameras. Used as both a recorder and viewer, HPE's family of LED monitors round out the solution.

## Customer at a glance

### Application

- IP video infrastructure

### Hardware

- HPE ProLiant ML310e Gen8 Server
- HPE ProLiant DL320e Gen8 v2 Server
- HPE ProLiant DL60 Gen9 Server
- HPE ProLiant DL80 Gen9 Server
- HPE ProLiant DL380 Gen9 Server
- HPE ProLiant ML350 Gen9 Server
- HPE 3PAR StorServ
- HPE D2000 Disk Enclosure
- HPE D6000 Disk Enclosure
- HPE StoreEasy 1630
- HPE Z420 Workstation
- HPE Z230 Workstation
- HPE EliteDesk 800 G1 Business PC
- HPE LED Monitors
- HPE 1910 Switch Series
- HPE 2530 Switch Series

### HPE Services

- 5-Year HPE Foundation Care Services
- HPE Factory Express

## Partnership for growth

BCDVideo is an ideal fit for the HPE OEM program. The two companies share a customer-oriented entrepreneurial spirit, continuously advancing technologies to enhance capabilities and cost-effectiveness. For example, one BCDVideo innovation is a password-protected flash memory module embedded in its video servers that can be accessed remotely for system restore or modifications—saving integrators time and money.

“Every day, BCDVideo and HPE work together developing new ideas to improve business value,” states Burgess. “If we continuously make it cost-effective for integrators, they’ll standardize on our brand. That only serves to drive large-scale projects, creating substantial revenue growth opportunities.”

Burgess concludes, “Building on the HPE portfolio and global brand, BCDVideo’s business is exploding around the world. Working together with HPE, there is not an environment or budget that we cannot accommodate with an innovative solution.”

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