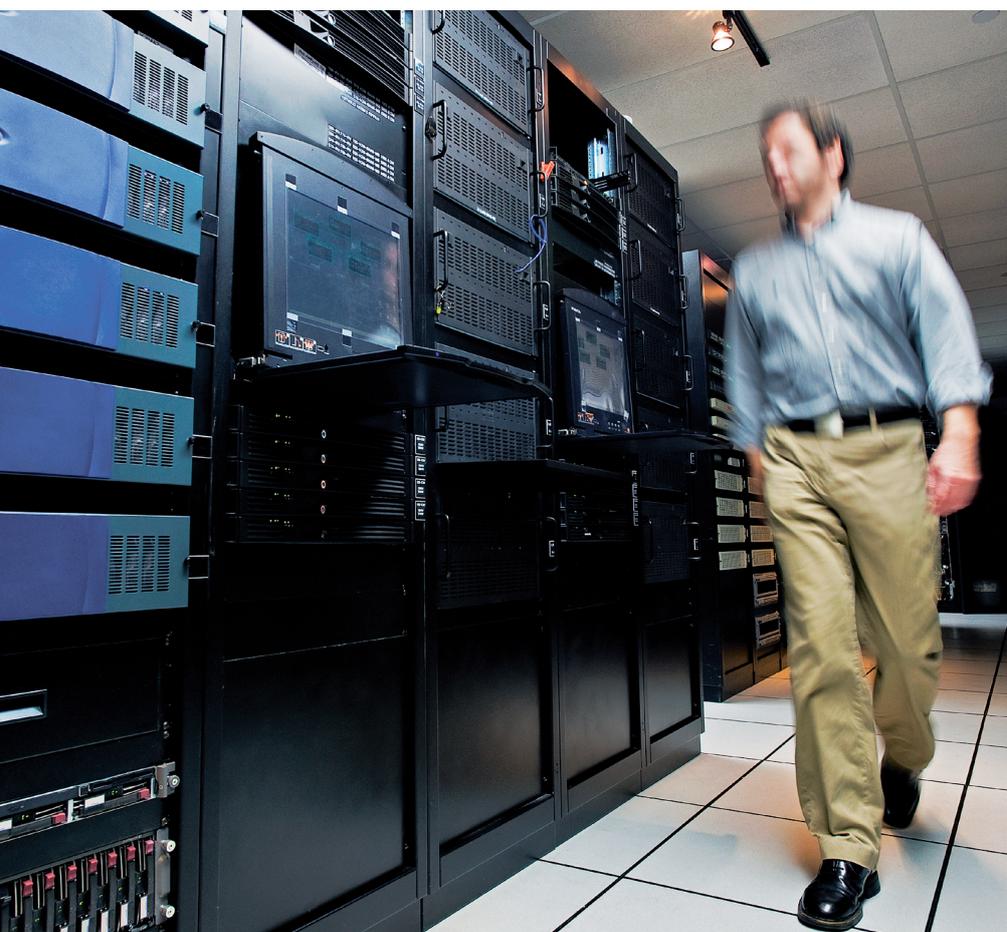




# Internet TV supplier switches platform programmes

Provider of digital content solutions in the United Kingdom increases profits and focuses 100 per cent on product development



## Customer profile

**TRIPLEPLAY**

**Company** Tripleplay Services  
**Industry** Arts, Entertainment & Media  
**Country** United Kingdom  
**Employees** 35  
**Website** [www.tripleplay-services.com](http://www.tripleplay-services.com)

## Business need

Tripleplay Services wanted support for its original equipment manufacturer (OEM) services for delivering internet TV and digital signage because developers lost time reacting to sudden configuration changes instead of innovating.

## Solution

The customer moved to Dell OEM Solutions for customised device support. It began to work with a dedicated account team to help manage configuration changes and solution development.

## Benefits

- Business increases gross profit margins by around 2 per cent
- Developers focus 100 per cent on product development
- IT cuts software development workloads by about 15 per cent
- Business reduces lead times by around 25 per cent
- Tripleplay Services boosts promotion with Dell OEM Ready solutions

## Solution areas

- OEM Solutions

"It's never easy to attribute profitability to a single factor, but Dell OEM Solutions has played a key role in helping boost gross profits by around 2 per cent."

*Steve Rickless, Chief Executive Officer, Tripleplay Services*

The development of internet-based TV, digital signage and video streaming has brought content to life in many organisations. Now, people can move through their offices interacting with touchscreen wall displays or watching video via an in-house TV channel. Tripleplay Services, based in London, is a specialist in digital content and delivers these products across many sectors.

“By using Dell OEM Solutions, 100 per cent of our research and development resources are focused on what they should be doing.”

*Steve Rickless, Chief Executive Officer, Tripleplay Services*

The company offers customers an end-to-end solution for internet protocol (IP) TV and digital signs. This includes an on-premises platform for delivering content as well as deployment and support services. From the beginning, it worked with a white-box manufacturer, which supplied Tripleplay Services with original equipment manufacturer (OEM) technology for building the platforms and running the company’s software. As Tripleplay Services expanded, it realised that its needs – including the provision of reliable services, smooth transitions and key OEM challenges – were not being met. Steve Rickless, Chief Executive Officer (CEO) at Tripleplay Services, says: “We bought OEM servers through channel partners rather than a manufacturer. Because we had no real insight into the manufacturer’s roadmap, we regularly had to drop everything because of unexpected changes to server configurations.”

Tripleplay Services also faced procurement challenges. Rickless says: “We deliver customised platforms so specifications can change quickly. But we were operating in a world where procuring OEM servers could take weeks. Dell’s OEM Solutions team is not just our vendor, it has become our partner.”

#### **Tripleplay Services finds the right OEM partner for growth**

The company looked to work with a different OEM solution provider and began discussions with Dell. “It was simple,” says Rickless. “I met with Dell and we discussed the total Dell OEM Solutions proposition.” The Dell OEM team has access to Dell’s entire portfolio, but can customise products, services and support to meet customers’ specific needs.

Rickless got a good impression instantly. “I liked the fact that Dell had prepared well for our talks and knew a lot about our company and products before talking in detail about how Dell OEM Solutions could help us.” An important factor for Rickless was the direct relationship with the technology provider and dedicated account management. He says: “It gave me peace of mind to know that we would receive the same high level of support worldwide with Dell OEM Solutions. It was crucial for our development plans.”

#### **Business increases gross profit margins by around 2 per cent**

Tripleplay Services has boosted profitability as a result of moving to Dell OEM Solutions to support its IPTV and digital signage platforms. “It’s never easy to attribute profitability to a single factor, but Dell OEM Solutions has played a key role in helping boost gross profits by around 2 per cent,” says Rickless. The CEO believes the increase is due to the reliability of the technology, good communication and speed of delivery.

#### **Technology at work**

##### **Services**

Dell Support Services  
- Dell ProSupport™ for OEM

##### **Hardware**

Dell™ PowerEdge™ R710  
servers with Intel® Xeon®  
processors 5506

Dell PowerEdge T110  
servers with Intel® Core™  
i3-530 processors

Rickless says: "We feel that Dell OEM Solutions understands the pressures on businesses to deliver services faster and more cost effectively."

#### **Developers can focus entirely on product development**

The company can be more innovative because it focuses additional resources on developing its solutions instead of responding to sudden changes to the underlying platform. This is because Tripleplay Services is kept up-to-date with the technology roadmap behind its Dell OEM solution, which consists of Dell™ PowerEdge™ R710 servers with Intel® Xeon® processors 5506 and Dell PowerEdge T110 servers with Intel® Core™ i3-530 processors. If the server configurations are altered, Dell OEM Solutions carefully manages the process. Dell informs Tripleplay Services engineers about changes to the server and provides the drivers to support the hardware components. "By using Dell OEM Solutions, 100 per cent of our research and development resources are focused on what they should be doing. The days of engineers suddenly coming face-to-face with new hardware configurations are long gone," says Rickless.

#### **Customer reduces software workloads by around 15 per cent**

When changes to the Dell OEM Ready platform take place, Tripleplay Services engineers update product software more easily. According to Rickless, this is because they can anticipate changes to the servers well in advance and plan ahead for updating any code. He says: "We're saving around 15 per cent of our engineering effort because we're more aware of the technology changes to our Dell OEM Ready servers. Plus, customers benefit due to the reduced size and power consumption of the servers and their overall reliability."

#### **Business cuts lead times by around 25 per cent**

Tripleplay Services customers receive a better level of service in a number of ways. Apart from the performance of the platform, delivery times are shorter, enabling them to deploy their IPTV and digital signs faster. "We no longer wait weeks for servers to arrive,"

says Rickless. "With Dell OEM, the technology arrives in seven to 10 days, so we can fulfil client orders around 25 per cent faster."

#### **Flexibility helps Tripleplay Services offer tailor-made solutions**

Because Tripleplay Services delivers customised solutions, customer platforms can vary in size from a single multi-functional server to multiple servers performing dedicated tasks. With Dell OEM Solutions, the company can order any number of servers, regardless of how small the quantity. "We can deliver platforms to meet the specific needs of each customer thanks to our relationship with Dell OEM Solutions. Whether it's one server or 10, there isn't a problem," says Rickless.

#### **Tripleplay Services boosts promotion with branded bezel**

The company can offer customers a standards-based device with the processing power and reliability to deliver high-quality IPTV or digital signage – so customers can provide a service of which they, in turn, will be proud. And with a fully branded bezel, device performance is directly attributed to Tripleplay Services. The hardware is Dell OEM Ready, which means the servers have been de-branded and Tripleplay Services can add its company logo to the front of the servers. "We can promote our products in the knowledge that the Dell OEM Ready hardware supporting our software will enhance our brand," says Rickless.

#### **Energy-efficient performance helps customers meet green goals**

Importantly for Rickless, the technology is also energy efficient, so the company can align its products with the goals of customers for greener IT. Dell PowerEdge servers contain Energy Smart technology, designed to reduce power consumption while increasing performance.

"We're saving around 15 per cent of our engineering effort because we're more aware of the technology changes to our Dell OEM Ready servers."

*Steve Rickless, Chief Executive Officer, Tripleplay Services*

**Tripleplay Services customers  
gain extended warranty ensuring  
peace of mind**

The company works with Dell ProSupport™ for OEM to enhance its offering to customers. Tripleplay Services chose the extended three-month warranty service that protects its clients if there are delays between shipment and deployment onsite. Rickless says: “We gain a 39-month warranty through Dell ProSupport for OEM, giving us total peace of mind. It means that customers should get their standard 36-month cover whatever life throws at us.”

**Enhanced brand attracts  
large enterprises**

While the IPTV and digital signage platforms are branded Tripleplay Services, the company still promotes the fact that Dell OEM Solutions is powering its products. “It gives customers confidence to know that Dell is behind our solutions,” says Rickless. In fact, the CEO thinks that it’s played a crucial role in winning contracts with big, global customers. He says: “Many large enterprises have standardised on Dell hardware and know the technology thoroughly. When we tell them that we run on Dell, they always see it as a major advantage. It’s definitely helped sales.”

“With Dell OEM, the technology arrives in seven to 10 days, so we can fulfil client orders around 25 per cent faster.”

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