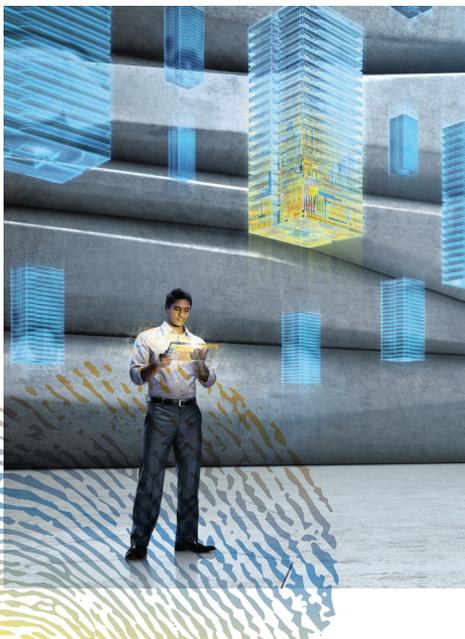


Retail complexity unravels inside a one-box server solution

System builder combines creative energy with unique services to build an amazingly successful business.



Seneca

Seneca has more than 33 years of experience as a solution provider, with proficiency in custom system manufacturing, software integration, service and support.

The Story

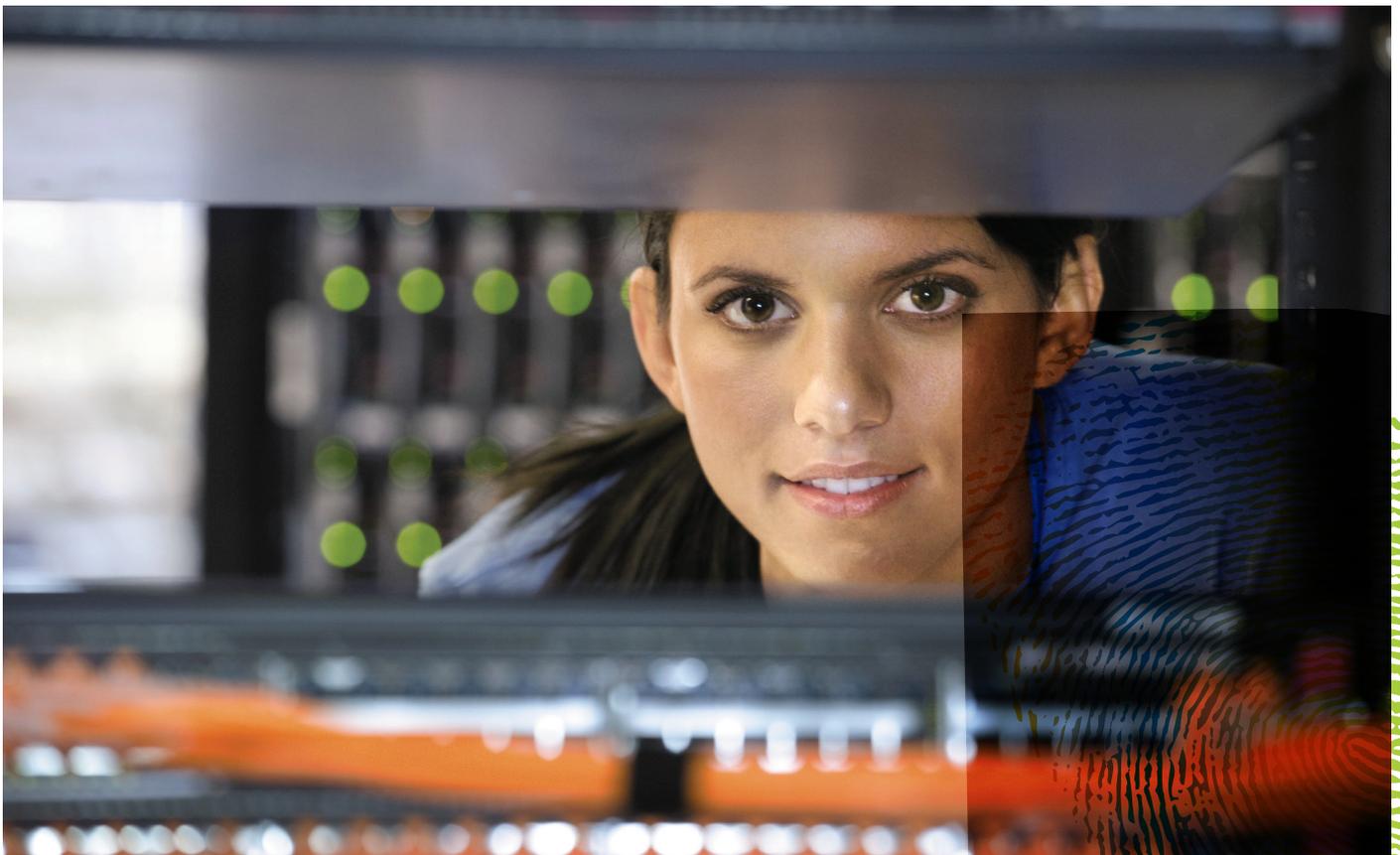
Seneca's management team took one look at the complex tangle of devices and applications that supports today's retailers and saw nothing but opportunity. With the Intel® Modular Server they believed simplicity – as well as lower costs and easier manageability – was at hand. Their theory: the number of distinct server and storage resources necessary to support the many different functions happening in the background (point of sale, digital signage, customer service kiosks, fulfillment and ordering, video surveillance, inventory tracking and control, plus access control) could be consolidated into a single, virtualized system. The result would be better utilization of resources, lower costs, enhanced security, and much, much easier management and support.

A chance to test this theory arose when a large, international drugstore chain approached Seneca for a server refresh. "We took a variety of technologies, integrated them with the Intel® Modular Server platform, optimized the potential of the product, added in our services, and massively simplified the customer's infrastructure," explains Chuck Orcutt, Director of Nexlink, the branded solution used for this customer. "The modular server solution replaced the entire existing server and storage systems –

with redundancy." What's more, using the platform's built-in remote management features, the drugstore can now manage multiple locations and applications through "a single pane of glass."

The drugstore server project is just one example of how Seneca approaches every customer challenge. Although based on standard Intel architecture platforms, each solution is purpose built for a specific vertical application – in this case retail – and adapted to the needs of the customer. Seneca's unique expertise includes software and hardware integration so what's delivered to the customer is a complete, turnkey solution-in-a-box.

"We use a six-step approach to delivering and deploying solutions quickly and efficiently, including a needs assessment, solution recommendation, prototype deployment, customer evaluation, production and lifecycle management," explains Steve Maser, Vice President of Seneca's vertical OEM business, the group responsible for cultivating vertical channels. "This customized approach helps make Seneca the preferred provider with our customers."



Scott Falso, Seneca's Director of Market Development adds: "Services are the value we wrap around the products we ship. Our guys test everything and often pre-load the customer's platform image to make sure it all works as expected before we send it out. Test and validation is a core service and a primary reason for our continued success." Seneca also takes on the burden of lifecycle notices to ease the management aspect of their customers' IT.

A recipe for others to follow

Although Seneca provides a unique package of products and services to customers that cannot be imitated, other builders and integrators can learn from their success recipe. Seneca relies on training and support from Intel in order to stay ahead of the technology curve, and

this is crucial to their ability to grow into new vertical markets such as retail.

They also look to Intel for industry insight and visionary leadership to guide their future business prospects. For example, when Intel CEO Paul Otellini predicted that the next few years would generate 15 billion connected devices, Seneca studied the trend and extended their OEM business into adjacent categories including digital signage, digital security and surveillance and health care devices.

"With Intel's help, we expanded our technical expertise into new device categories in line with this vision of a more connected world," says Falso. "Relying on Intel's technical training and market insight really helps our engineers and sales teams learn best practices in new device

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*– Chuck Orcutt,
Director, Nexlink
a branded solution
manufactured by Seneca*



categories well ahead of demand. We can get a bunch of our people up to speed very quickly, and it's impossible to put a value on that."

This amazingly successful company specifies Intel technology for almost every solution. Falso explains that their focus on Intel has to do as much with the services and support they receive as it does the performance and technology features of Intel architecture. Performance metrics are only one piece of the whole relationship. "We lead with Intel technology because of the outstanding support they deliver. Certainly the product quality and roadmap matters; but the ability to get someone on the phone for support and get the training we need – those things make all the difference."

"At the core, Seneca is a hardware company," adds Maser. "We wrap our hardware with engineering and testing

services to ultimately sell more hardware. But we always optimize the solution for the end application it's being used for." The key to doing this well, he says, is the partnership they have with Intel – their leading technology provider. "The relationship between us makes us all successful."

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