modernize.
automate.
transform.

eastern
computer exchange

EASTERN OFFERS:

- Private, Public and Hybrid Cloud Strategy and Implementation
- Cloud Management Platform Implementation
- DevOps Strategy
- Hyper-Converged Infrastructure Solutions
- End User Compute Modernization Solutions
- Data Center Relocations and Migrations
- Backup and Recovery/Archive
- Advanced Networking Expertise
- Specialized Security Solutions

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Flexible Infrastructure to Meet Changing IT Demands

Today's businesses need to leverage technology as a competitive differentiator. Having flexible, agile and cloud-enabled software-defined data centers is paramount. According to a 2017 KPMG survey,* CIOs are concerned about the effects of business and economic uncertainty on their business. In fact, 50% said they wanted to better leverage IT to become more innovative.

Organizations need flexible systems that can handle their workloads while growing with the business as it evolves with the market. That's where Eastern and Dell EMC come in. Eastern brings together customized solutions with the transformational power of the PowerEdge server portfolio to offer scalable business architecture, intelligent automation and integrated security across multiple platforms. With open standards-based, x86 platforms, the portfolio of rack, tower and modular server infrastructure facilitates a quick scale from data center to cloud.

The PowerEdge MX Server Portfolio: Fast, Flexible and Future-Ready

Dell EMC pioneered kinetic infrastructure, a truly modular system, with the recent introduction of the PowerEdge MX series. Now customers get a flexible IT environment that simplifies the integration of networking, storage and compute, and quickly adapts to changing workloads and user needs.

With PowerEdge MX, Eastern can help businesses:

> Easily reconfigure their system to respond to changing needs without disruption

> Transfer large data sets quickly and efficiently while optimizing storage capacity

> Gain control, simplify administration and automate all system resources

> Extend the useful lifespan of their servers to protect IT investments

> Support both traditional and cloud-native workloads

> Increase focus on business outcomes

Eastern works closely with customers to analyze and identify current and future needs so they can move ahead of the competition. Eastern's professional services and highly certified, experienced IT experts deliver end-to-end solutions that modernize data centers at any level of integration.

It is not a one size fits all solution, and it's Eastern's mission to architect and implement a customized solution that exceeds expectations and keeps businesses competitive.

Start building the path to a modernized infrastructure with Eastern Computer and Dell EMC PowerEdge Servers.

> **Contact Eastern for a PowerEdge server portfolio consultation.**

*Hurwitz and Associates Insight Into Action sponsored by Dell EMC, "How Dynamic Infrastructure Accelerates Business Innovation: Kinetic Infrastructure and Dell EMC PowerEdge MX," 2018

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CASE STUDY: EASTERN LEVERAGES DELL EMC SERVER PORTFOLIO TO EXPAND SOFTWARE ENVIRONMENT FOR NATIONAL INSURANCE COMPANY

> CHALLENGE

A national insurance company was in the process of shifting away from their current managed services data centers and building out two new data centers. Because this included the expansion of the VDI, Commvault and ESXi environments, which were already partially built on Lenovo, they needed a server platform that was flexible in configuration, could be easily integrated into their existing environment, and offered world-class performance and support.

> SOLUTION

Using existing approved reference architectures, Eastern proposed three different workloads using Dell EMC servers—one each for VDI, Commvault and ESX VMs. The solution included:
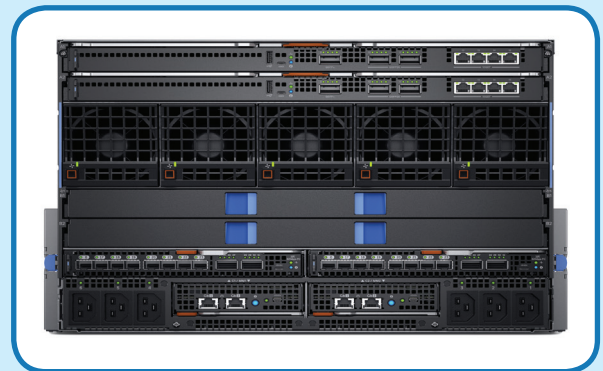
> vSan ready nodes in two data centers to allow for redundancy for the VDI environment

> Three different builds on the Dell EMC PowerEdge R640, which allowed them to keep the same ESX VM platform for better rack space utilization

> For Commvault, deployment at four different data centers, including Equinix, Dallas, Weck and Tierpoint, giving them the ability to back up all environments in a scale-out architecture

In addition to the Dell EMC server solution, Eastern expertly deployed the initial rack/stack/cable and hypervisor, alleviating the time and resources it would have taken the customer to initially install and deploy this new environment.

> OUTCOME

The customer was able to adapt their new data center to three different workloads, giving them the ability to continue to expand their software environments. The solution delivered:

> A dual-vendor strategy within their compute environment

> Lower acquisition costs

> Improved ROI

> More efficient use of resources

WHY EASTERN?

Eastern has nearly three decades of experience providing end-to-end enterprise technology solutions to customers across the globe. A certified partner for industry-leading IT manufacturers, Eastern has a proven track record of designing and deploying complex enterprise Hybrid Cloud, Hyper-Converged, Server, Desktop, Elastic Cloud, Isilon and Backup and Recovery solutions.

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