



## Solution Brief

Intel® Atom™ Processor  
WD Sentinel™ DX4000  
On-Premise Cloud

# IT Services Firm Generates Recurring Revenue by Offering Bundled Backup Solutions for SMBs



To deliver a cost-effective storage solution to SMB customers—including backup, disaster recovery, and secure remote access—IT service provider Computer Strategies relies on WD Sentinel DX4000 small business storage server, based on Intel® Atom™ processor and Microsoft Windows Storage Server 2008 R2 Essentials\*.



Computer Strategies (CS), located in Guildford, Surrey, UK, delivers integrated IT support, services, and solutions as a trusted advisor to SMBs. In order to streamline IT environments, CS equips its customer base with everything from servers and enterprise software systems to virtualized environments and cloud services. The SMBs they service are quite diverse—from small one-person shops and medical offices to larger engineering companies with regional and global operations. What unites them is a growing requirement for reliable data backup and recovery as well as remote access to files. WD Sentinel™ DX4000 small business storage server helps CS provide the robust storage and file sharing solutions its customers need.

CS partnered with WD® to deliver network-attached storage (NAS) technology that is both powerful and cost-effective for SMBs. “WD Sentinel DX4000 provides a sophisticated way to combine a file server with NAS storage. For cost-conscious clients, it provides the best of both worlds,” states Tony Richards, Computer Strategies managing director.

For CS and other IT resellers and service providers, the SMB market represents a huge opportunity. These organizations must address increasingly complex storage requirements, including a need for creating complete backup sets that can be replicated and synced across offices. This task is often complicated by differences in the media utilized, including tape, hard disks, and external USB drives. “The driving force for all our clients is that business data must be available on any device at any time—beyond the device it’s stored on,” Richards explains. “Businesses need to operate in a real-time environment.”

WD Sentinel DX4000 represents an industry-leading solution for CS, combining design and engineering excellence for high-performance products that are affordable for SMBs. CS can offer WD Sentinel DX4000 to its clients with the confidence that comes from knowing it’s a complete solution based on trusted technology from industry leaders such as WD, Intel, and Microsoft—with the quality, performance, reliability, and support they expect.

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—Tony Richards, Managing Director, Computer Strategies



WD Sentinel DX4000 Small Business Storage Server

## Focusing on Performance and Ease of Use

In the past, many SMBs struggled with installing servers because they’re expensive and labor-intensive to manage. Consequently, many IT resellers and channel firms have focused on niche products and tools rather than on long-term solutions.

CS has taken a more strategic approach. Two years ago it began transitioning customers’ data backups from tape to disk. The firm tried out various NAS solutions, but found that they were not robust enough. CS adopted WD Sentinel DX4000 in 2012 due to its superior specifications and Microsoft environment. “The ability to handle massive data requirements—including video, audio, and other huge files—is a core element in building a real-time enterprise,” Richards says.

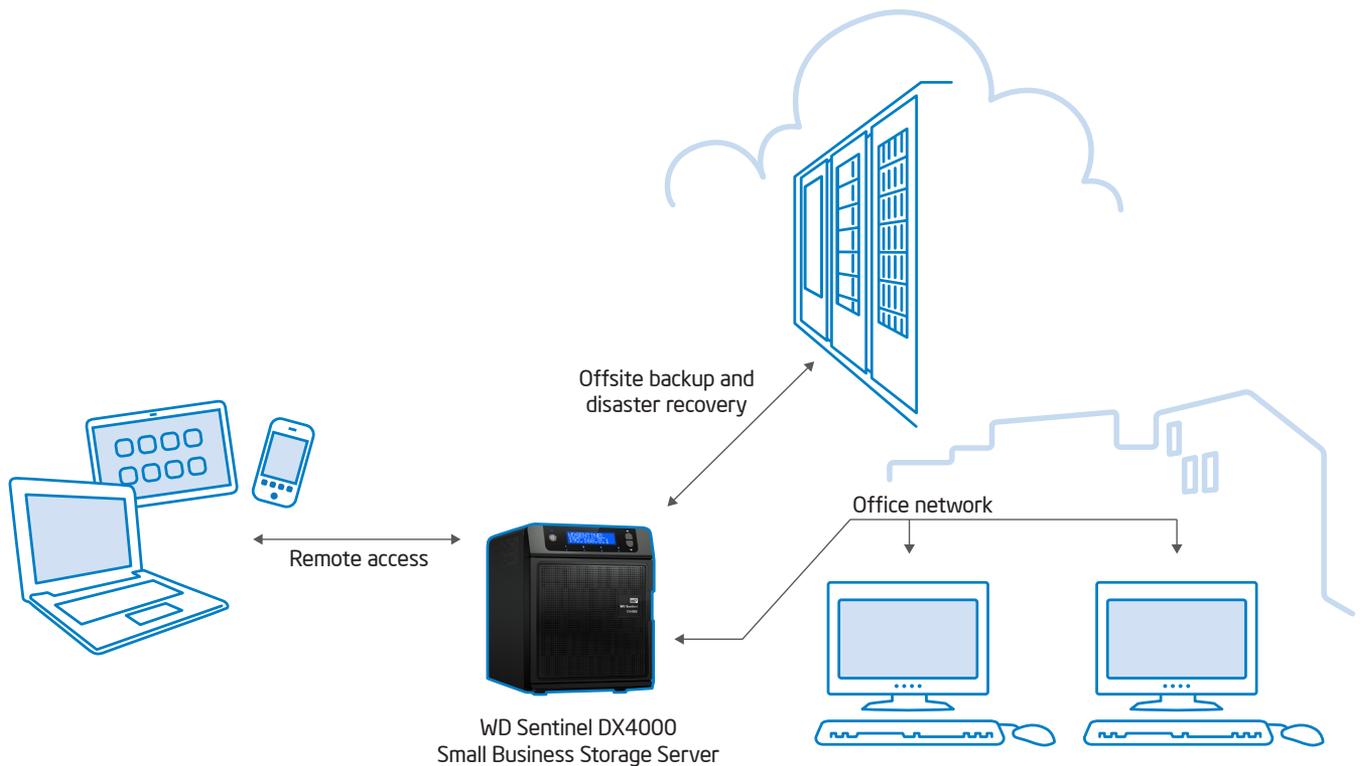
## Generating Recurring Revenue with Bundled Backup Services

CS offers WD Sentinel DX4000 to customers as part of a complete back-up solution. They enhance the features of WD Sentinel DX4000 by installing third-party software for server backup and then place the devices on customers’ premises. CS manages the entire environment remotely, supporting the hardware and software, monitoring the success of daily backups, and providing real peace of mind.

The support infrastructure includes backup service, hosted Microsoft Exchange\* service, antivirus service, and software upgrades. “We bundle everything customers want as a service offering, with recurring monthly fees based on the number of PCs on the network. Because of the lower upfront costs, customers are very happy with this service model.” says Richards.

### WD Sentinel DX4000 Small Business Storage Server Specifications

Processor	▪ Intel® Atom™ processor D525 (1.8 GHz, dual-core)
Disk Capacity	▪ Four drives for up to 16 TB of capacity
RAID Levels	▪ 1 and 5
Interfaces	▪ 2x gigabit Ethernet ports ▪ 2x USB 3.0 ports
OS	▪ Microsoft Windows Storage Server 2008 R2 Essentials*
Client OS Compatibility	▪ Microsoft Windows 7* ▪ Microsoft Windows 8* ▪ Microsoft Windows XP* ▪ Microsoft Windows Vista* ▪ Mac OS X Mountain Lion* ▪ Mac OS X Lion* ▪ Mac OS X Leopard* ▪ Mac OS X Snow Leopard* ▪ File sharing support for Linux* and UNIX* ▪ Apple Time Machine* backup for Mac OS clients
Other Features	▪ 25 client backup licenses ▪ Integrated iSCSI capability



## Supporting VARs with WD's SMB Edge Partner Program

Consultants and resellers must have confidence in the hardware and software solutions they sell to customers. WD Sentinel DX4000 meets CS's selection criteria because it's based on trusted technology from respected industry leaders WD, Intel, and Microsoft—with the quality, performance, reliability, and support they require.

WD's SMB Edge partner program makes support and incentives available to VARs, including lead-generation activities, a prioritized level of technical support, and preferential pricing structures for volume resellers. Participants can also boost their ability to earn revenue from hardware with optional enhanced warranty services through WD Guardian™ Services.

CS has become a primary reseller for WD Sentinel in Europe. The close relationship with WD offers the IT services firm a cost-effective and powerful solution for its SMB customers, and CS benefits from the SMB Edge partner program to create a more streamlined and effective way to build loyalty and long-term results. Says Richards, "The close relationship with WD has better positioned Computer Strategies to provide solutions that match today's business and IT needs."



WD Sentinel RX4100 Small Business Storage Server—Now available as a 1U rack mount server.

## Network-attached Storage Alleviates Backup Anxiety

Computer Strategies consults with a food services firm that manages huge volumes of data in two offices. "They're very keen about backing up their large databases," says Tony Richards, Computer Strategies managing director. "Their business depends upon current pricing from their suppliers, and they can't afford the risk of losing any data." Their IT environment is moderately complex, relying on half a dozen servers to manage requirements. Data was backed up to tape, a process that was cumbersome; in some cases backups lagged between locations, putting the company's operations at risk.

The firm turned to CS to build a better environment for sharing files and backing them up. CS recommended a more flexible and agile approach that put network-attached storage (NAS) at the center of the business. "We placed one WD Sentinel DX4000 unit in each office, using third-party software for replicating data between sites," Richards says. "It's the perfect scenario for them. Their backup window is never more than an hour. If one building goes down in flames, they have everything stored at another site."

## WD Sentinel DX4000 Delivers an Array of Powerful Benefits to WD SMB Partners

### Dedicated SMB Sales Account Support

WD has a team of dedicated sales managers focused on its SMB product portfolio.

### Enhanced Margin Opportunity

WD has a range of partner programs designed to provide and protect margin for channel partners.

### Demo Unit Discount

Purchase a WD SMB product to test in-house, and WD will provide a discount of up to 35 percent off the MSRP.

### Lead Generation

WD consistently invests in partner and above-the-line marketing initiatives to drive product awareness and lead generation. They are dedicated to fulfilling sales through the channel and providing leads to channel partners.

### Priority Technical Support

WD's SMB partners take comfort in knowing they receive priority technical support.

### Marketing Development Funds

WD is dedicated to the channel and strives to build best-in-class relationships with channel partners. They work side-by-side with partners by investing in joint marketing activities to drive win-win sales opportunities.

### Beta Testing Participation

WD takes pride in bringing quality products to market. WD does not achieve this alone. WD has a select group of product beta testers who receive first-hand experience by testing pre-release products and then provide valuable feedback to WD.

### Roadmap Visibility

Under a non-disclosure agreement, WD will share a product roadmap with partners, providing the opportunity to give input and plan for future product releases.

Contact WD at [smbstorage@wdc.com](mailto:smbstorage@wdc.com) for further information and to discuss becoming an SMB partner.

*Note: Partner benefits vary by region and can be dependent on business opportunity.*



### Intel® Atom™ Processor

Built from the ground up for low power consumption and innovative designs, the Intel® Atom™ processor provides energy-efficient performance for small business NAS systems, while also delivering advanced features like media streaming, video conversion, and automation control.

For more information about Intel-based network-attached storage, visit [www.intel.com/go/storage](http://www.intel.com/go/storage).



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