



# ISVs Need an OEM Partner to Create Winning Appliances

If you could travel back in time, just a few years, you'd see data centers filled with bespoke, single-function appliances. Storage arrays would be made up of hardware that does only one thing. Network equipment would be highly specialized.



The development of the x86 platform has changed all that. The platform has evolved and can now deliver the performance demanded in data centers for a wide variety of applications that previously were possible only through single-purpose hardware.

Software-defined storage appliances now allow independent software vendors (ISVs) to create custom solutions for the specific requirements of data center operators. Today's ISVs can build a turnkey solution for data center operators and other customers with their software preinstalled and optimized. Instead of creating software and having to design, build and configure hardware, they can leverage the power of today's compute, network and storage options to create solutions that simplify installation, operation and support for their customers.

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**With data center operators looking to simplify operations, there's a strong desire to buy a solution from an ISV that includes the software they need on hardware that is ready to use. They don't want to complicate support by having multiple vendors involved.**

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### Challenges for ISVs

ISVs are specialists at solving complex problems through smart and creative software. However, assembling and optimizing the hardware to run

their applications is not their core competence. It is time consuming and requires specific expertise and experience to anticipate the demands of different end-user scenarios.

And once the hardware configuration is chosen and assembled and the application is installed, the process of optimizing the solution requires another set of skills and knowledge. True optimization requires a deep understanding of the entire technology stack, from the application software and firmware to the operating systems, hypervisor and hardware.

### QCT meets the challenges of the future

To meet this growing challenge and achieve faster time to market, today's ISVs need to find a trusted partner. Quanta Cloud Technology (QCT), a subsidiary of Quanta Computer Inc., a Fortune Global 500 technology engineering and manufacturing company, takes away the pain and expense of needing to know how all the hardware and software works together, allowing it to create an optimized platform. ISVs can leverage QCT's experience and expertise to deliver the performance and reliability their customers demand. QCT has decades of experience in building integrated hardware solutions through deep partnerships with companies like Intel®.

QCT works with ISVs to create hardware solutions that leverage powerful new technologies. Intel® Optane™ SSD ensures applications deliver the best possible





performance, and Intel® Optane™ DC Persistent Memory delivers the powerful combination of a large-capacity memory tier and data persistence. This enables greater workload consolidation and new levels of efficiency for your applications. Performance bottlenecks are eliminated, so applications run as the creators intended.

Powered by Intel® Xeon® Scalable processors, QCT's solutions provide a balanced foundation for unprecedented scaling and optimized performance. They support networking, memory, storage and fabric for today's enterprise workloads and those in the future. Other innovative technologies, such as Intel®

Deep Learning Boost, further enhance QCT platforms with built-in artificial intelligence or stand-alone frameworks.

QCT's product design meets the needs of cloud service providers and enterprises looking for hardware solutions. This is more than just manufacturing and delivering a reliable server. QCT can build, validate and deliver a full rack with all the compute, storage and network capability ISVs need to ensure their solutions work optimally from day one. QCT's broad and deep knowledge of the software-defined technology enables it to build and deliver best-practice infrastructure in today's multicloud and hybrid cloud era.

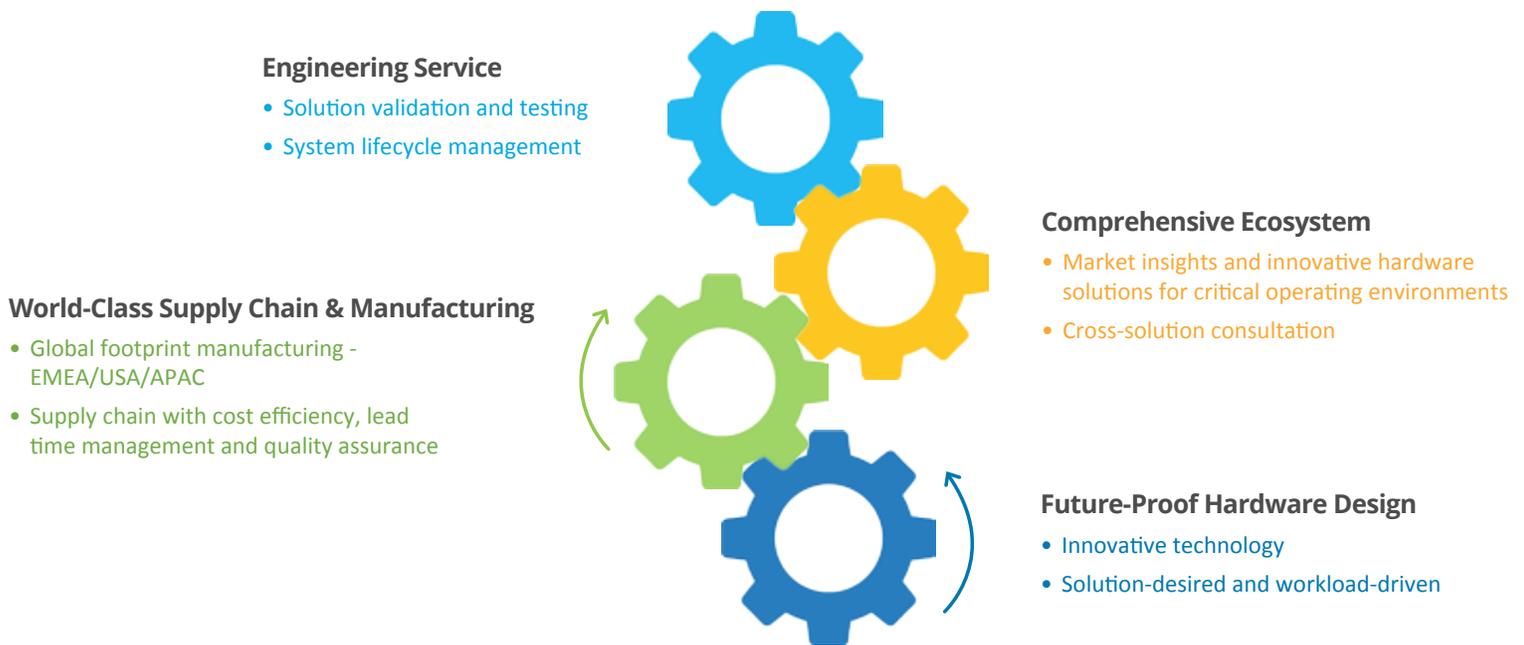


## QCT delivers

QCT can work side by side with ISVs to build a hardware platform with their software solution to meet their needs. This starts with QCT's strong hardware design and manufacture capability, to ensure applications run at their peak. Then, the solution is tested and validated to assure the ISV that the application runs at its best.

QCT supports the entire lifecycle management with firmware and system updates, and provides maintenance no matter where the system is installed across the world. It also delivers spare parts and support services.

When ISVs partner with QCT to deliver a turnkey solution to a customer, they can be assured that they will deliver a high-performance, reliable and manageable solution that meets the needs of their customers well into the future. This allows ISVs to focus on their core business: delivering the best software solutions to customers.



QCT offers a full spectrum of data center products and services, from engineering, integration and validation to global supply chain support. QCT knows how to build the software-defined data center needed to power business today and into the future. Its proven track record in delivering software-defined storage and hyper-converged infrastructure solutions comes from more than three decades of experience in building world-class hardware and long and deep partnerships with companies like Intel® as well as many other

hardware makers. ISVs can be assured they will be able to deliver their products to market faster by leveraging QCT's experience.

Today's industry trend is shifting away from using single-purpose appliances to leveraging the power and flexibility of software to deliver solutions that use market-leading, premium hardware. QCT, with its partnership with Intel®, enables ISVs to create turnkey solutions that deliver outstanding performance and a superior customer experience backed by a global support organization.

For more information on QCT's OEM solutions, please visit [here](#).



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