



Case Study

Client Profile:

WAN Acceleration Leader – Accelerating Network Traffic Across Branch Offices Worldwide.

Challenges:

WAN Acceleration Customer needed a reliable partner to manufacture and drop ship custom built network appliance systems to customers around the globe with large system demand upside at very short notice. Fast manufacturing lead time, revision control, global logistics, and refurbishing were very important requirements for this WAN Customer.

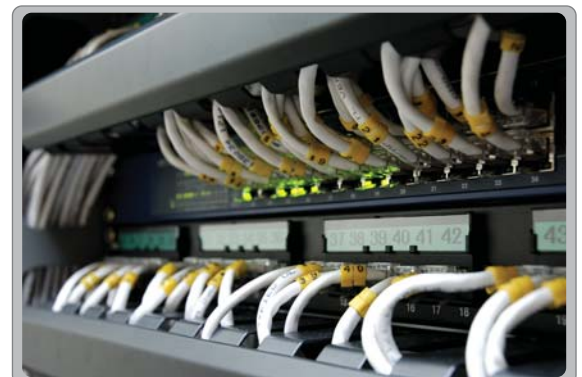
Accelerating WAN Network for Offices around the Globe

Solutions

AMAX's Contract Manufacturing Services, Compliance Certification, and Global Logistics. AMAX was able to design custom chassis and bezels with this customer's unique branding, maintain production revision control, successfully pass UL, FCC, CE compliance certifications, produce high volume manufacturing of WAN appliances, and perform global drop shipping.

Benefits

- AMAX built systems and global logistics allowed WAN Customer to leverage AMAX's manufacturing and global logistics expertise, allowing them to focus on continuous software development and sales expansion.
- AMAX turnkey contract manufacturing allowed for WAN acceleration customer to save costs and grow internationally, allowing for successful growth expansion and IPO.
- AMAX Global Logistics expands Sales reach for WAN acceleration customer, allowing customer to reach customers from every part of the world, from Singapore to New York.
- AMAX Eval Refurbishing allows for customer to save costs on customer evaluation hardware.



“By providing inventory management and worldwide logistics management services for our Customers, we become a total turnkey solutions provider. AMAX will ship and support products, no matter where they are. This allows the OEM to concentrate on its real business – marketing and selling its intellectual property.”

- Jean Shih, President of AMAX

Partnering with AMAX since 2003, the once startup company was able to achieve record levels of sales growth and profitability culminating in a successful IPO. By focusing on its core technology and outsourcing AMAX Contract Manufacturing and Global Logistics, the Customer was able to grow from 30 employees to over 700.

“We differentiated our company from the competition by providing more than just hardware,” said Jean Shih, President of AMAX. “We worked with the customer from the initial consultation to design the system prototypes, provided several prototypes for testing, made modifications to those prototypes based on feedback from the customer and AMAX engineers, and sent the systems to compliance agencies such as Underwriters Laboratories for certification. Once we secured the client’s business, we provided mass production, inventory management, and worldwide logistics management.”

Since the relationship began, the customer has evolved from a San Francisco-based start-up to a well-recognized WDS supplier, with customers around the globe. AMAX ships thousands of units per month with hardware revision controlled quality and precision.

About AMAX

Founded in 1979 in Silicon Valley, AMAX is the leader in Custom Servers and Storage solutions in North America, and is comprised of three key divisions that deliver customized solutions to a wide array of industries. AMAX's Contract Manufacturing Division provides comprehensive custom manufacturing and logistics services to OEM customers. AMAX's Corporate Solutions Division leads the custom server and storage manufacturing industries in North America, with products ranging from high-performance computing clusters, enterprise servers, and blades to graphic workstations. Finally, AMAX's Distribution Division furnishes resellers with quality component pricing, streamlined inventory, and unequalled service as a leading national IT distributor. AMAX has expanded its products, services, and offices globally. Our manufacturing facilities hold ISO 9001 certification to ensure the highest quality. For more information on AMAX's new products and solutions, visit www.amax.com.

