



McAfee Speeds to Market with AMAX OEM Appliance Solution

THE CHALLENGE

McAfee, the world's largest dedicated security technology company, delivers proactive and proven solutions and services that help secure systems, networks, and mobile devices around the world. With over \$600 million dollars of procurement per year, McAfee relies on its dynamic OEM appliance manufacturing partners to develop extremely reliable, high-performance new products quickly and efficiently. Most importantly, McAfee requires its suppliers to deliver the same high-quality engineering and support that its customers have come to expect.

THE PROBLEM

In any product lifecycle, flexibility is the key ingredient to a successful deployment. During McAfee's development of a new turnkey solution, Intel announced the introduction of new processors, which would become generally available at the same time as the planned debut of the McAfee appliances. Being able to take advantage of these new processors without delaying the introduction of the new appliances introduced a new challenge and McAfee needed a partner to step up to remove the potential obstacle.

THE SOLUTION

As a premiere achiever in an elite group of top McAfee global supply partners, AMAX understands the rapidly changing enterprise software market environment



Because of their great sense of urgency, flexibility and strive for excellence, AMAX leads all of our supply chain in their ability to introduce new products quickly and rapidly. AMAX has really distinguished themselves to a degree that we selected them to be our Supplier of the Year.

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and works very closely with the McAfee product team to constantly introduce new generations of Intel-based server appliance solutions to the marketplace.

AMAX took the initiative to leverage its strong relationship with Intel, obtaining the new processors before they were released to the market and early enough in the appliance design process to streamline McAfee's product and system testing. The new appliance also featured specific drivers to maximize availability, gold-level redundant power supplies, and remote system management capabilities to meet McAfee's exact requirements. By understanding McAfee's priorities for its appliances, AMAX was able to add value in the form of engineering expertise and innovative advancements to the hardware platform and the tools to sustain reliability.

Despite the popular perception that an appliance equals "simple", not all appliances are simple to deploy or easy to maintain. To meet strict system requirements, AMAX implemented a Configured to Order (CTO) manufacturing process and design its offerings for the customer and its client to enjoy all that an appliance should be at ease. The collaboration between AMAX and McAfee resulted in a best-in-class appliance solution delivered on time for a rapidly expanding security market. Moreover, AMAX worked diligently to ensure that the greatest amount of order backlog was retired at the end of each quarter. "AMAX has been unsurpassed in leaving no revenue behind," said Dennis Omanoff, Senior Vice President of Worldwide CSCO, CPO, Facilities, Corp Real Estate and Travel for McAfee. Consequently, McAfee was able to modify and introduce its appliance solution with latest Intel processors – something the company may not have been able to accomplish as quickly on its own.

“AMAX has been unsurpassed in leaving no revenue behind and their can-do attitude exemplifies the key attributes required to be recognized for this award.

Dennis Omanoff, SVP of CSCO, CPO, McAfee

AMAX has been extremely flexible in incorporating and implementing McAfee's requirements and suggestions into the production-level server platforms that are being shipped to McAfee's worldwide locations. AMAX's post-support, order reports, and custom ERP system provides McAfee access to real-time production and inventory tracking resulting in a seamless transaction. "The advantage I've seen with AMAX is where other companies take a very long time to understand requirements and implement them, AMAX is where I usually challenge some multi-billion dollar companies to attain their level of responsiveness," said Dennis Omanoff.

As a result of AMAX's quick responsiveness and "can-do" attitude in delivering server appliance solutions to McAfee, AMAX distinguished itself among all of McAfee's suppliers. "Because of their great sense of urgency, flexibility and strive for excellence, AMAX leads all of our supply chain in their ability to introduce new products quickly and rapidly. AMAX has really distinguished themselves to a degree that we selected them to be our Supplier of the Year," added Dennis Omanoff.

ABOUT AMAX

Founded in 1979, AMAX is a dynamic OEM appliance manufacturing and innovative high performance computing solutions provider. The company applies a unique combination of engineering expertise with an open standards-based approach to dramatically increase IT infrastructure ROI for a broad range of customers. Global organizations, including some of the world's best-known brands, use AMAX offerings to solve complex computing challenges, meet product development demands, integrate virtualization applications, reduce energy consumption, and stay competitive. AMAX is proud to be ISO 9001 Certified and China Compulsory Certified. The company headquarters is in Fremont, CA with offices in Richardson, TX, Taipei, Taiwan, and Suzhou and Shanghai China. For more information on products and services, go to <http://www.amax.com>.