

The background of the entire page is a light blue technical drawing or blueprint, showing various lines, circles, and rectangular shapes, suggesting a mechanical or engineering context. Overlaid on this are several large, semi-transparent blue diagonal stripes that create a sense of depth and movement.

 **SIX EASY STEPS TO
A BETTER APPLIANCE SOLUTION
FOR YOUR SOFTWARE**

Your company recognizes the value of its software on an appliance...you've found a vendor to deliver your appliance-based solution...your customers are on board with the appliance model and you are keeping up with product demand...you're surpassing the competition with a technically-savvy solution...you are reaping the rewards and business is solid. Things couldn't be better...or, could they?

That depends on whether your attitude is "if it ain't broke don't fix it" or, rather, "can I build a better mousetrap?". If it's the latter, then it is worth considering whether you can get measurably better results using a different appliance solution.

Fortunately, to find out, the effort and investment are minimal compared to the potential return. In the end the value may far outweigh the time or money you spend. Since OEM appliance manufacturing is 100% of our business, MBX Systems has devised a way, in six easy steps, to help determine if we can provide an overall superior solution for you.

Step

1

LET'S DISSECT YOUR SYSTEM CONFIGURATION

If you could use an empty chassis like a box and add all the components to create your "ideal" appliance, how would you fill your chassis? Let MBX's platform managers and engineers take a look at your current bill of material for each of your platforms to see how much closer we can get to your ideal system with newer, more powerful hardware at a similar price point. This is a service for all our partners, big or small, as a way to implement new and better technology into their applications. Then again if you like your appliance as it is, we can replicate your configuration while adding services that you may never have thought possible from an OEM manufacturer. MBX has partnerships with all the major hardware vendors to accommodate you.

We address two factors when configuring your appliance. First, we address the hardware configuration. This involves a conversation with an MBX program manager and one of our engineers regarding the purpose of the appliance, hardware and software requirements, and determining the most appropriate form factor, whether custom or any of our standard platforms. We have the flexibility to provide you with limitless custom platform options for your application.

Second, we talk about how your appliance will be utilized. At a minimum MBX has the ability to image your software application, including the operating system and supporting applications. But we also have the ability to create a custom BIOS and splash screen. Can your current vendor do all that, some of that, or are you doing a portion of it yourselves? Determining whether a better configuration is available requires zero investment except about an hour of your time to talk with MBX.

Step

2

DOES THE LOOK OF YOUR APPLIANCE NEED A FACELIFT?

Are you happy with your appliance's appearance? Does it stand out in a crowd of servers and appliances? It's tough to know how good your appliance could look if your current vendor has limited branding capabilities. Ask your customers whether your appliance stands out in the data center rack. If your appliance is in need of a facelift, no other vendor measures up to the range of custom branding options available from MBX Systems.

It's worth spending a half-hour speaking with one of our branding specialists to find out how we could give your appliance a new look. MBX can make your appliance unique and establish your brand presence. Through various options such as branded bezels, powdercoating, silk screening, and custom faceplates to a complete custom chassis, we can help you stand out in your market and in your customer's server room.

Not only can we differentiate your appliance's look, we can also replicate new appliances to resemble your existing units. Either way, you can expect MBX to generate a branded sample of your appliance design in about two weeks or more, depending on whether your design is highly customized.

Step 3

BUILDING YOUR PROTOTYPE

Do you remember the experience of having your last appliance prototype built? How smoothly did the process run? It may be like opening old wounds remembering how bogged down you were trying to resolve issues with the prototype going into full production. You may not know how or where it was built, but the prototype was most likely assembled in your vendor's production department. That could have been the root of its problem.

Fortunately our partners don't feel your pain because their prototypes never leave our engineers' hands. All MBX prototype units are built by the same engineers you talked to when your new appliance was designed. It's a unique capability of MBX Systems that sets us apart. One of the greatest advantages of using engineers to build prototypes is their ability to provide the exact build instructions to replicate the quality of your first system in future orders.

Though this is a tangible benefit, there are no add-on costs for this service besides the cost of the system. The time spent is mostly ours, and it usually takes just a couple of weeks unless the prototype is heavily customized.

Step 4

TESTING YOUR PROTOTYPE

Veterans of appliance-based software know that testing the system is a priceless investment of time for establishing whether the application performs to expectations. For an appliance that replicates an existing system, this may take only a few hours. However more enhanced systems may take longer, and this is where MBX will prove that the quality of our system design can be upheld in the production processes. If, for any reason, the system does not meet your expectations, we will bring back the system and make any changes necessary. We will handle the hardware so you have nothing to worry about.

System testing is also a great way to evaluate and compare the technical support provided by MBX. First, notice how your telephone calls are answered – at MBX you reach a live person every time you call. Second, notice that when you are connected to a technical resource they have the ability to answer questions or solve problems. You never need to climb a phone tree to get positive results.

We dare you to compare MBX's technical support to your current vendor. You can predict how your partnership with MBX will evolve from this step forward, based on your contact experiences with MBX while testing your system. Our goal is for MBX to exceed your expectations to convince you to move forward and begin your transition to partnering with MBX for your appliances.

Step 5

TRANSITIONING TO MBX SYSTEMS TO BUILD YOUR APPLIANCES

You may have stock inventory to deplete with your current appliance vendor before switching over to MBX. No worries. In the meantime, we will continue to work behind the scenes documenting each and every step of the build process to ensure quality production of your systems every time. Since the appliance design and engineering groundwork has been laid, MBX engineers will create work instructions incorporating digital photographs to reproduce the final configuration. The finer details, from system configuration and custom BIOS settings to the packaging and layout of your deployments, will be finished and ready to go when you are. Finally, at this time you can also provide MBX with the drive images and additional BIOS settings, quick start guides, support materials for the shipping, logos for packing slips, and any other details for customizing your future shipments.

If you have inventory stocked with your current vendor this is the time to notify them you're depleting your stock to move to MBX for a true partnership, where your appliance manufacturing and customer service needs are given top priority.

Step 6

PRODUCTION AND DEPLOYMENT TO YOUR CUSTOMERS

New MBX partners start to reap the benefits from the point the first customer order is entered in the system. We understand you have entrusted us to be the interface to your customers for product and support, and we endeavor to provide unparalleled customer service compared to what your customers currently experience. Beginning with the customer portal, you can get up-to-the-minute order data and stock levels and better visibility to customer order status. You can also utilize our electronic data exchange system for electronic updates on orders in process that can be integrated into your order entry system.

Your brand identity is also seamlessly conveyed by ensuring packing slips, support documents and custom cartons all reflect the degree of personalization that you require. MBX will provide lifetime telephone support and up to a three-year warranty on most appliance platforms that we ship. We can even arrange on-site support for customers anywhere in the world and RMA cross-shipping services through our US or European distribution facilities.

Whether you choose to undertake a stocking agreement or ship systems on demand, MBX will produce your appliance-based solution to the same exacting standard every time, whether you order 10 or 1,000 systems at a time. With systems stocked in our US or European warehouses you can be sure your customers have your product in their hands the next day, another service advantage over your competition. Replacements for warranty or RMAs can be cross-shipped from this inventory for next-day delivery to minimize customer downtime.

At MBX Systems our goal is to build and deliver the best appliance-based solution for your application, with measurable product improvements in platform, configuration and branding and a higher level of customer service. We provide your company with advantages that make it a sound business decision to switch from your existing appliance-based solution to MBX Systems.

Why not challenge MBX to build a better appliance program for you? It's a small investment for potentially large gains in your business, with a trusted company whose sole purpose is to offer an unparalleled buying experience to partners.

MBX
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