

Delivering customization and flexibility on a global scale

Solutions provider works with Dell Technologies OEM Solutions to design tactical solutions for the military and defense and aerospace sectors.



TRACEWELL SYSTEMS
TRUSTED INNOVATION

Military & Defense

United States

Business needs

Tracewell Systems wanted to meet its customers' requirements for Tier 1, hyperconverged solutions that deliver data center capabilities to the edge of the network—and beyond.

Solutions at a glance

[Dell Technologies OEM Solutions](#)

- [Dell EMC PowerEdge FX2](#)
- [Dell EMC PowerEdge R740](#)
- [Wyse 5070 thin clients](#)

Business results

- Gives military, aerospace and other enterprises customized hyperconverged hardware solutions to fit their business requirements.
- Reduces development life cycle for new products.
- Provides flexibility to customers searching for powerful, compact systems.
- Gains fast response times and access to the latest technologies from Dell Technologies.

“Technology today is continuously being pulled into areas it previously was not, and we can support that trend. When our customers ask us, ‘Could you do this?’ our answer is always yes. And that’s because of our relationship with Dell Technologies OEM Solutions.”

Matt Tracewell
Vice President, Tracewell Systems

Matt Tracewell, vice president of hardware solution provider Tracewell Systems, has seen technology trends come and go over the years. But one recent trend shows no signs of going away: customization. “Customization is everything for our customers, especially in the military and aerospace fields,” he says. “They want to run the exact same applications and systems they have in the data center in mobile environments, and they’re asking us to build that capability for them.”

Tracewell customers are specifically interested in customized hyperconverged solutions—software-based systems that integrate compute, storage, networking and virtualization into a single hardware system. “Our customers want to put hyperconverged solutions beyond the back office,” says Tracewell. “Getting that accomplished in a standard product was getting more and more complicated, and we knew we needed to partner with a technology provider to make it happen.”

Partnering to create needs-based solutions

Tracewell Systems realized its business goals by partnering with OEM Solutions, a division of Dell Technologies that offers a global network, including manufacturing, engineering and design capabilities. “The group is perfectly set up to support our business model,” says Tracewell. “Our company has the ability to customize solutions, but OEM Solutions helps us engineer, sell, support and distribute those solutions.”

“Our business continues to grow, and that requires us to scale rapidly and speed time-to-market. We can do that by working with OEM Solutions.”

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Initially, Tracewell Systems collaborated with OEM Solutions to design the Tracewell T-FX2, a compact 3U server based on the Dell EMC PowerEdge FX2 enclosure. More recently, Tracewell Systems worked with the group to build and launch a lightweight server solution based on the latest generation of Dell EMC servers. “Using the compact size and high performance of the PowerEdge R740, we can give our customers a solution that fits into transit cases and other small spaces,” says Tracewell.

Tracewell Systems also worked with OEM Solutions to design the Tracewell T-7040, a rack-mount solution that can house up to 12 standard Wyse 5070 thin clients.

Customizing products to give customers more flexibility

By collaborating closely with OEM Solutions, Tracewell Systems is giving its customers customized hardware solutions that fit its exact business requirements. “Technology today is continuously being pulled into areas it previously was not, and we can support that trend,” says Tracewell. “When our customers ask us, ‘Could you do this?’ our answer is always yes. And that’s because of our relationship with Dell Technologies OEM Solutions.”

As an example, a Tracewell Systems customer asked for a smart-card reader to be integrated directly into the Tracewell T-FX2. “We took a standard smart-card reader from another Dell EMC product and put it into our T-FX2 solution,” says Tracewell. “We were able to get the right combination of smart-card readers with the right depth and weight and get it into our customer’s environment. That’s the kind of flexibility we have with OEM Solutions.” In addition, Tracewell Systems customers are benefiting from the flexibility of the company’s Tracewell T-7040 product. “Many of our customers are in secure facilities, and they need our solutions locked behind walls adjacent to the area where analysts work,” says Tracewell. “By collaborating, we created a rack solution with built-in failover capabilities that fits that requirement perfectly. Customers get a rack solution that works like a data center product, and they can then implement a blade-like solution that has standard Wyse 5070 thin clients in it.”

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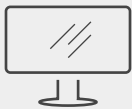
Matt Tracewell
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Shortening the development life cycle for new products

Tracewell Systems can deliver its products to customers more quickly by partnering with OEM Solutions. “Our business continues to grow, and that requires us to scale rapidly and speed time-to-market,” Tracewell says. “We do that by working with OEM Solutions. We would have a much longer product development life cycle if we weren’t collaborating with OEM Solutions. It gives us the design, support and global supply chain capabilities we need to get our products to market as fast as possible.”

Taking advantage of global support and service

Tracewell Systems is also benefiting from the global reach of Dell Technologies. “The global support and service we get from Dell Technologies are huge for a company our size,” says Tracewell. “Through this relationship, we receive very prompt response times, and we get access to the latest technologies, so we can accommodate our customers’ needs. For instance, sophisticated automation and systems management are a must in our industry, and we can deliver those things because Dell Technologies builds those capabilities into its products. It’s clear that we made the right decision to work with OEM Solutions, and we are committed to growing this partnership as we grow our business.”



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