

## Introduction

In today's competitive IT markets, ISVs with finite resources need a responsive approach towards platform development to maximize their market impact. Iron Systems provides the breadth of experience and the responsiveness that ISVs require to create compelling appliance solutions.

## Business Challenges for Solution Providers

ISVs and developers of appliance solutions face numerous challenges in today's competitive markets. Responding rapidly to changes in your market with new platforms, reducing time-to-market and delivering competitive products at the right price points are critical to your success. Focusing on your core competency—creating great software—while offloading important supply chain responsibilities can be a winning strategy for ISVs and developers. These can include platform design, manufacturing, order and shipment logistics, product support, warranty, and many others.

Appliances can provide numerous advantages for your business. For software developers accustomed to deploying their software on a myriad of different systems, moving to a standard appliance platform can simplify and speed installations, enable faster time-to-revenue, reduce support headaches, reduce customer barriers to purchase and deployment, improve the user's experience, and extend the ISVs brand. Appliances offer security advantages to your customers as well, with non-essential ports and services disabled to minimize possible attacks and vulnerabilities.

For many ISVs however, offering an appliance-based solution is a mixed blessing. For all the advantages of an appliance approach, many ISVs worry about entering the hardware business, with key concerns being product margins, inventory management, and hardware support. Choosing the right OEM appliance partner is important to the success of your appliance products, and can alleviate concerns about embracing the hardware appliance model. Look for an OEM partner capable of addressing your design, manufacturing, fulfillment, and product support needs now and in the future.



## OEM Solutions from Iron Systems

Iron Systems provides a complete OEM appliance solution. With a full complement of design, manufacturing, logistics, and support services, Iron Systems can tailor a solution to fit your exact requirements. We are also highly responsive—we can deliver reference systems in as little as ten days, enabling your appliance program to get off to a fast start.

Iron Systems has numerous standard proven hardware designs that can jump-start your appliance program. In addition, appliance platforms engineered to your exact specification can be easily accommodated. Appliance platform enclosure options can include small footprint desktop appliances, 1u, 2u, or 3u rackmount appliances, and blade servers. Other platform options include single, redundant, and hot-swappable power supplies, single, dual, or quad core microprocessors from both Intel and AMD, single, dual, RAID, and hot-swappable hard disks, variable amounts of system RAM, and numerous network interface options. All platforms can include custom bezels and complete branding flexibility, both for the appliance itself and for the product packaging.

Iron Systems can provide custom software configurations and builds, including loading your operating system and configuration of choice, pre-loading any required system utilities, and loading your application software and default configuration.

Let Iron Systems be your virtual hardware department, handling all aspects of hardware design, manufacturing, inventory management, shipment, and support.

### OEM Appliance Solutions for Many Applications

Appliance solutions from Iron Systems can address the needs of OEMs in many areas, including:

- Networking
- Storage
- Security
- Telecom
- Kiosks
- Industrial equipment
- Healthcare systems

### Iron Systems Solution Benefits

ISVs gain numerous benefits from partnering with Iron Systems on appliance solutions, including:

- ✓ Accelerates time-to-market for your appliance initiative
- ✓ Allows you to focus on what you're great at—building unique software that solves your customers problems
- ✓ Provides proven, high-quality appliance hardware platforms. Increased flexibility and responsiveness in platform design.
- ✓ Ability to outsource the full product lifecycle of design, manufacturing, inventory, order management, fulfillment, and product support, or just those portions that you require
- ✓ Reduced inventory costs

### Why Iron Systems: A Proven OEM Partner

Iron Systems delivers high-quality OEM appliance solutions that meet your exact requirements. As ISO 9001: 2000 certified, our OEM solutions deliver the quality, performance, and functionality that you expect, at a highly competitive price. Iron Systems has many years of experience in developing appliance platforms for ISVs. Iron Systems is the appliance provider of choice to many of the security and networking industries' largest vendors. We incorporate the latest industry-standard technologies to meet your specific product requirements. Utilizing our proven appliance platforms and custom design capabilities will help reduce your time-to-market, while ensuring competitive designs and the operational stability that you need. Iron Systems can provide the flexibility you require as well, offering customized hardware and services tailored to your exact requirements. Finally, Iron Systems gives you a focused OEM account team dedicated to the success of your business.

### About Iron Systems

Iron Systems is an innovative, customer-focused provider of customized network infrastructure products such as network servers and appliances. Established in 1992, Iron Systems has customers through the US and around the world. The company has shipped 1,000's of server platforms to customers requiring rock-solid performance and reliability. Iron Systems was an early pioneer in creating custom platforms aimed at the BSD UNIX and LINUX markets. Iron Systems is based in San Jose, California.

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