

## Looking for a supplier, found a strategic partner

Working with Dell Technologies Design Solutions, BCDVideo found a strategic OEM partner able to supply its needs and open doors to design innovation and new opportunities.



Safety & Security

United States

## Business needs

As a leading global supplier of OEM safety and security solutions, BCDVideo had to find a supplier of entry-level servers when its existing supplier left the market. BCDVideo's solutions cover the full range of the video infrastructure, from video recording appliances, network architecture and client viewing stations, to on-site professional installation services.

## Solutions at a glance

### Dell Technologies Design Solutions

#### Dell Client Solutions

- [Dell OptiPlex desktops](#)
- [Dell Precision workstations](#)
- [Dell Technologies Design Solutions Storage Offerings](#)
- [Dell EMC Networking Switches](#)
- [Dell Technologies ProSupport](#)
- [Dell Technologies Servers and Systems Management](#)
- [Dell Technologies Safety and Security](#)

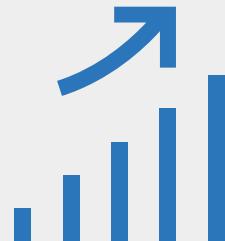
## Business results

- Improves component standardization.
- Simplifies inventory management.

Provides global support and globally consistent platforms.



Drives innovation and new revenue opportunities.



When Chicago-based BCDVideo, a value-added global supplier of IP video recording solutions, lost its long-time source of entry-level servers, it contacted Dell Technologies Design Solutions. That call would quickly open doors for the company to all kinds of innovation and new design possibilities for its products, plus a flood of new sales opportunities.

Before then, BCDVideo exclusively used hardware components from Hewlett Packard Enterprise. But HPE decided to exit its entry-level server business, which prompted BCDVideo to seek an alternative supplier.

Jeff Burgess, president and CEO of BCDVideo, is delighted with what's turned out to be the company's best strategic business decision so far. "Our business has been transformed since we started what's now a strategic partnership with Dell Technologies," he says. "New opportunities are emerging almost daily with our partnership, expanding our customer base and market share."

Burgess sees an even brighter future. "We expect sales to double yet again in the coming year, thanks to this partnership," he says. "Had I known what I know now about Design Solutions, I would have engaged them years ago."

## Safety and security: a fast-growing, global market

Founded by Burgess in 1999 to build high-availability servers for Fortune 500 companies, the firm, then called Burgess Computer Decisions, turned its attention to the safety and security market in 2008, renaming itself BCDVideo.

Known across the industry as both an innovator and disruptor, BCDVideo has 75 employees and continues to expand globally. The company recently opened a sales office and demo center in Dubai, U.A.E. It counts more than 100,000 installations of its systems in nearly 80 countries and in many different environments such as airports, casinos, hospitals, retailers, schools, universities and stadiums.

As Burgess explains, "Today's IP-based safety and security solutions are far more sophisticated and have complex network and storage requirements. These solutions must also be secure by design to minimize their attack surface."

As the industry transitions from analog to IP solutions, the synergy of Design Solutions and BCDVideo together deliver a highly optimized, secure and manageable solution designed to meet the stringent requirements that IT departments demand. "We can continuously modernize our solutions, given the innovations that Dell Technologies is constantly making in its own portfolio," Burgess says.



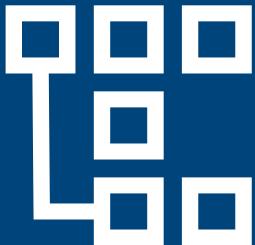
Accelerates cash flow with faster turnarounds.

*"Working with Design Solutions, we're able to design and build our solutions to be trouble-free. ... We've tested them thoroughly, and they are certified by the major VMS suppliers, so as far as our integrators and their customers are concerned, they just work."*

Jeff Burgess  
Founder, President and CEO  
BCDVideo

# 30%

Saves up to 30%  
on components.



## Making deployments easy for integrators

BCDVideo's value to its security integrator clients is offering an "easy button," ensuring that doing business with the company is as streamlined as possible.

For example, BCDVideo delivers completely customized solutions in as little as two days. It also guarantees the solution's performance, optimized to the specific video management system (VMS) that the solution uses. This velocity helps it to accelerate cash flow, for both itself and its clients.

Finally, it offers a first line of support, which allows integrators to have faster time-to-revenue, reduce their support costs and provide a superior customer experience.

"We deal directly with authorized security integrators, doing all we can to make their deployments fast, easy and, most of all, profitable, while taking away their pain points," Burgess says.

"Working with Design Solutions, we're able to design and build our solutions to be trouble-free, with the lowest five-year total cost of ownership. We've tested them thoroughly, and they are certified by the major VMS suppliers, so as far as our integrators and their customers are concerned, they just work."

## Opening the door to innovation and opportunity

"At first, we just wanted Design Solutions to supply our entry-level servers, which are critical for solutions involving fewer than 50 cameras," Burgess says. "From the first call, we were impressed that they had taken the time to do their homework and thoroughly understand our business. That's a lost art. Plus, the flexibility within the Dell Technologies portfolio made us realize how we can drive innovation in our solutions."

Within months of working with Design Solutions, BCDVideo expanded the types of hardware products designed into its solutions to include higher performance Dell EMC PowerEdge server models, hyperconverged infrastructure (HCI), Dell EMC PowerScale (network-attached storage) and Networking switches.

*"I've been in the computer industry for nearly 40 years and have never seen supplier support come close to what we get. Dell Technologies Design Solutions is everything its competitors aren't."*

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Founder, President and CEO  
BCDVideo

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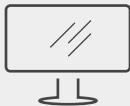
Jeff Burgess  
Founder, President and CEO  
BCDVideo

The company also started using Dell OptiPlex desktops, Precision workstations and various models of monitors for client viewing stations. Burgess notes that his first-line support team finds the embedded iDRAC (integrated Dell Remote Access Controller) tool to be indispensable for remote troubleshooting and fixing performance-related issues. This has significantly reduced the costly dispatch of his own technicians, with a positive impact on the company’s bottom line.

## Transforming the business and growing sales

“Our business has been transformed since we started our joint initiative with Design Solutions,” Burgess says. “We can drive much more standardization across all our solutions, which helps simplify our inventory management. Plus, we save significantly on component pricing. That’s huge for us and for our customers.”

Even more important for BCDVideo have been the doors that Design Solutions continues to open. “We’re revolutionizing business inside and out,” Burgess says. “I’ve been in the computer industry for nearly 40 years and have never seen supplier support come close to what we get. Dell Technologies Design Solutions is everything its competitors aren’t.”



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Innovation  
Built-in

