Redefining Digital Workspaces

Dell Technologies partner helps organizations capitalize on managed digital workspace and virtual desktop infrastructure solutions.

ebb³ needs leading-edge high performance computing infrastructure to power virtual desktop infrastructure solutions for its customers.

Solutions at a glance

- Dell EMC PowerEdge Servers with Intel® Xeon® processors and NVIDIA® GPUs
- Dell EMC vSAN Ready Nodes and VxRail hyperconverged infrastructure
- Dell EMC PowerScale and Unity storage
- Dell EMC PowerSwitch networking
- VMware® Horizon® virtual desktop infrastructure software
- VMware Carbon Black™ security software

Business results

- Creating a unified virtual desktop experience
- Enabling business competitiveness
- Reducing IT costs and improving efficiencies
- Optimizing system performance and improving productivity

ebb³ is known for its expertise in designing and managing GPU server platforms

ebb³ brings secure virtual desktops and high performance applications to any location and any device
Simplifying the Complex

Dell Technologies partner ebb³ Limited provides expertise in managed digital workspace and virtual desktop infrastructure (VDI) solutions to automotive, construction, engineering, education and manufacturing companies.

Unlike some service providers, ebb³ brings secure virtual desktops and high-performance applications to any location and any device, helping organizations to work smarter by being more mobile, more flexible and more productive. The company delivers data-intensive and high-performance applications safely and securely to wherever they are needed, with optimum performance levels.

To that end, ebb³ specializes in designing, building and managing accelerator-enabled VDI platforms. In this work, the company strives to create the best blend of hardware, infrastructure and applications to meet the individual needs of its clients — and to transform and simplify the way people use technology and applications.

Revving Up the Automotive Industry

The customer list for ebb³ includes multiple automotive manufacturers who are leading innovators in their field. One of these customers is a Formula One team that worked with ebb³ to design, purchase and optimize an accelerated VDI platform from Dell Technologies.

This platform allows the team’s geographically distributed design and engineering teams to work together collaboratively while keeping data in a secure data center, according to ebb³ CEO Chris Brassington. One of the main applications running on the platform is CATIA from Dassault Systemes, a leading solution for product design.

“The Formula One team also uses the VDI platform for other parts of their business,” Brassington says. “This platform enables product team members to share sensitive and heavy data in the design of their cars.”

In another important benefit, the VDI platform allows car designers and engineers to access the power of server GPUs while working from home offices and other remote locations. This focus on server accelerators has been a big part of ebb’s value proposition since the company’s earliest days.

“From a customer perspective, the whole focus of the business was to hop on to what NVIDIA was doing with GPUs,” Brassington says. “When we founded the business, there were not many people who really worked with NVIDIA. We could see that these GPUs could do fantastic things, and so we thought it would be good to create a business that could help customers understand the power of GPUs, and design, build and manage platforms with GPUs in them.”

Selling Expertise

With its VDI solutions, ebb³ is selling more than hardware and software. It is selling the firm’s expertise and hands-on experience in designing, managing and optimizing VDI platforms. That’s something that companies need to get the greatest performance from their GPU-accelerated infrastructure investments.

“When companies purchase these platforms, unless they are working with a specialist who understands the GPU enablement part of the solution, and how to put this together as a service, they can get into trouble with the actual use of the platform,” Brassington says.

That is a lesson that the ebb³ team knows well. In multiple cases, companies have brought the firm in to fix problems with poorly performing VDI infrastructure. In these cases, ebb³ puts what it calls its “Fix, Improve and Transform” (FIT) methodology into action.

Services from ebb³

- **Consultative Planning** — Review the current environment, understand future plans and highlight areas for improvement.
- **Technology Advisor** — Recommend appropriate technology, implement the best-fit solution and bring it all together in one platform.
- **Managed Service** — Provide ongoing management of the environment, monitor results for continuous improvement and enable a pay-as-you-grow approach.
“We are a very consultative company,” Brassington says. “We do not focus on one-size-fits-all solutions. We work with the customer to understand what they are trying to achieve, and then we design a solution to meet their unique needs. And we’re ready to work with them over time to help them gain the greatest value from their investments.”

Brassington notes that ebb³ works with each of its customers to fully understand how the solution will be used. If teams in different geographies will be working on the platform at different times, ebb³ helps the customer determine how many concurrent users they will have on a platform and buy that number of licenses. This might mean that a company with 500 users needs to buy just 250 licenses.

“When the users in India finish work, then the U.S. kicks in, and then the U.K. kicks in,” Brassington says. “So we understand the actual working patterns, and that can save the customer a lot of money on licenses.”

**Working with Dell Technologies**

In its customer deployments, ebb³ uses a wide range of compute, storage, networking, software and security products from Dell Technologies and VMware, as well as products from other vendors.

Dell Technologies and VMware products used in ebb³ deployments cover the entire solution stack. These include:

- Dell EMC PowerEdge Servers with Intel Xeon processors and NVIDIA GPUs
- Dell EMC vSAN Ready Nodes and VxRail hyperconverged infrastructure
- Dell EMC PowerScale and Unity storage
- Dell EMC PowerSwitch networking
- VMware Horizon virtual desktop infrastructure software
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“The whole basis for any of our platforms, no matter what workload the customer runs, is about the effective use of resources,” notes Paul Williams, director of service delivery for ebb³ and one of the company’s founders. To that end, ebb³ works with Dell Technologies and VMware to design versatile multi-use GPU-enabled platforms that can run diverse workloads.

“When customers realize the wealth of data they have collected on these platforms, they can start running artificial intelligence workloads, containers, Kubernetes and all the rest of it to interrogate that data and make use of it,” Williams says. “That’s because they have already got the right foundation in place.”