

Helping seize emerging business opportunities

Ficolo provides Infrastructure-as-a-Service and hybrid cloud solutions while protecting cash flow with Dell Financial Services.

Business needs

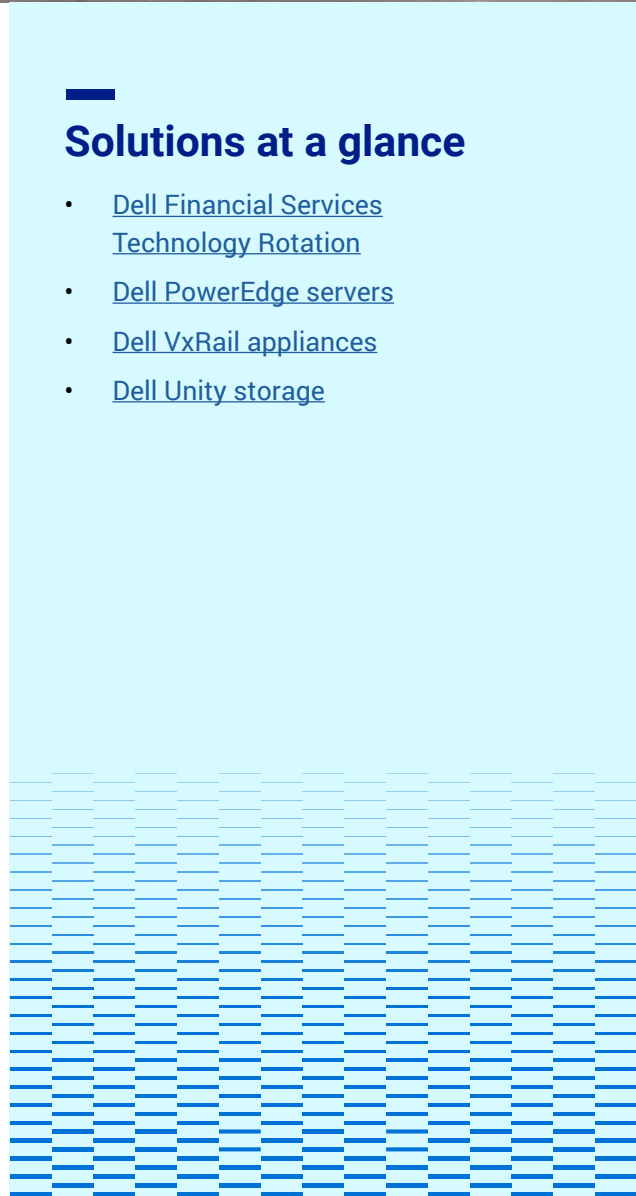
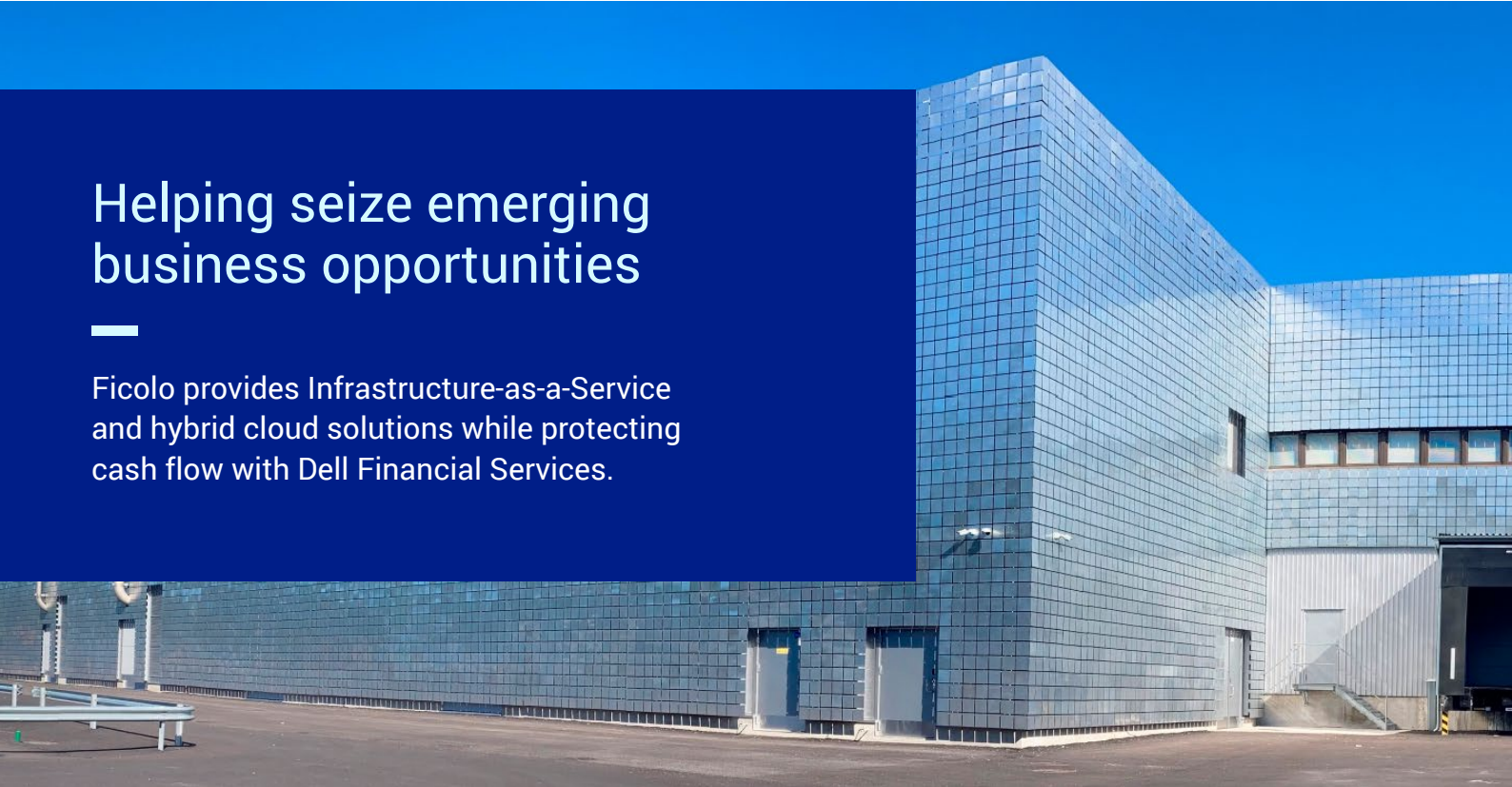
With customer demands changing rapidly, Ficolo needed a solution that enabled it to respond quickly through a choice of innovative IT solutions that also protected cash flow. It looked for a sustainable solution that allowed it to rotate technology on a regular basis to have modern and secure infrastructure without significant management expenses.

Business results

-  **Helps customers accelerate digital transformation strategies.**
-  **Provides flexible solution to drive service innovation.**
-  **Protects cash flow for growing business.**
-  **Reduces management costs by 15%.**
-  **Lowers total cost of usage by up to 10%.**
-  **Enables sustainable approach to technology rotation.**

Solutions at a glance

- [Dell Financial Services Technology Rotation](#)
- [Dell PowerEdge servers](#)
- [Dell VxRail appliances](#)
- [Dell Unity storage](#)





Lowers total cost of usage by up to 10%.

Ficolo provides cloud and colocation services via its three data centres. It's helping customers accelerate business transformation through cloud-based services that give them more flexible, easy-to-manage infrastructures.

How to bring control to changeability?

The challenge for Ficolo was scaling the data centres to quickly meet changing customer requirements. As Seppo Ihalainen, CEO and co-founder of Ficolo, explains, the company often had little time to add capacity. "You can't ask clients to wait," he says, "Sometimes everything has to be up and running in days."

Ficolo looked to scale its data centre capabilities at speed, in a way that allowed it to align predictable IT costs at the lowest possible total cost of usage with cash flow. Moreover, because Ficolo is committed to the environment, using 100% renewable energy to power its data centres, it wanted a solution that was environmentally sustainable.

A solution that meets current and future needs

To achieve its goals, Ficolo turned to Dell Financial Services (DFS), which proposed a flexible Pay As You Go payment solution called Technology Rotation. It wasn't the first time that Ficolo had worked with DFS. Says Ihalainen, "We've always had a good relationship with DFS because it understands the needs we face as a growing business – giving us the flexibility to meet our customers' requirements within our budgets."

The Technology Rotation solution provides Ficolo with the opportunity to scale its operations with solutions, such as Dell VxRail appliances, Dell PowerEdge servers and Dell Unity storage, while controlling costs and optimising resources. It removed roadblocks and delays that could extend the time-to-scale infrastructures for clients. "The faster we grow, the more technology we need; yet we have to stick to our budget," states Kim Gunnelius, CCO and co-founder of Ficolo. "Dell Financial Services helps us manage our cashflow successfully – it's like the fuel we use to grow the business." It also gives Gunnelius peace of mind because he knows that Dell Technologies will handle it responsibly, in a way that aligns with Ficolo's own sustainability goals.

Reduces administration costs by 15%

With Technology Rotation, Ficolo made immediate savings of 15% thanks to the reduction in administration time to get the financing in place. With its Master Lease Agreement (MLA) making ongoing procurement simple and Ficolo's financial system integrated with the myDFS.com portal, invoicing and status checks are simplified. "Our salespeople don't have to think about anything other than serving our customers," says Ihalainen. "They call DFS and the financing agreement is done. We just focus on sales."



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Kim Gunnelius,
Head of Finland, Managing Director

“ We gain cost reductions up to 10% [in the total cost of usage] over the lifetime of the hardware through Technology Rotation from Dell Technologies.”

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Lowers total cost of usage by up to 10% over solution lifetime

Employee productivity is increasing as a result of automation and energy efficiency is growing thanks to Technology Rotation, allowing the company to refresh IT every three years instead of every five. Says Ihalainen, “We gain cost reductions up to 10% [in the total cost of usage] over the lifetime of the hardware through Technology Rotation from Dell Technologies because we can optimise its rotation.”

Delivers service excellence with state-of-the-art IT

The flexibility of Technology Rotation supports innovation. As a result, Ficolo was able to launch a cloud shared storage option without the expense of building large storage capacity upfront.

“By having a competitive and predictable payment solution from Dell Technologies in place, we could start small and grow the infrastructure as more customers come on board,” says Ihalainen. “This allows us to balance outgoings with income and ensure a profitable service.”

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