

Enabling Secure, Agile Hybrid Cloud Delivers Improved Outcomes

Red River helps organizations lower operational costs and boost speed to market with pay-per-use IT solutions

Customer profile

Red River

Technology | United States



Business needs

Red River helps organizations get to market faster with more productivity and lower costs via consumption-based IT solutions. As a Dell Technologies partner, Red River offers Dell APEX Flex on Demand to enable secure, agile, multi-cloud services that help customers meet today's business needs and flex quickly for tomorrow's.

Business results

- Decrease operating costs by up to 60%
- Boost business productivity
- Reduce IT management requirements
- Free resources to align with strategic focus areas
- Provide the latest technology to improve IT performance



“Customers get bogged down in the IT acquisition process, trying to add new capabilities. Dell APEX Flex on Demand allows them to build and deploy what they need much faster.”

Kush Kumar

Chief Revenue Officer
Red River

Solutions at a glance

- [Dell APEX Flex on Demand](#)

Red River is focused on improving business outcomes for its customers. Through a consumption-based IT model, Red River customers can leverage the cloud with security and flexibility. In addition, they keep pace with changing technology, preserve capital budgets and free up resources for other business priorities.

For almost three decades, Red River has been delivering technology leadership, catalyzed by an intense focus on customer support and customer satisfaction. It is based in New Hampshire with federal headquarters in Virginia. As a global provider, Red River supports all branches of the military, federal civilian agencies and commercial businesses with specific clearances and capabilities to serve environments with stringent regulatory and compliance needs. In addition to federal customers, Red River serves organizations across education, healthcare, financial services and others with acquisition, configuration and engineering solutions alongside a sizable managed services portfolio.

Through its partnership with Dell Technologies, Red River leverages the Dell APEX Flex on Demand solution, focused on multi-cloud and multi-data center approaches. The Dell APEX Flex on Demand portfolio helps Red River customers with a highly secure, budget-friendly, flexible hybrid way to build what they need quickly and simply and deliver service to end-users faster. The result? Better business outcomes for Red River customers.

Leading with multi-cloud

A lot of mandates are pushing companies to adopt cloud-first strategies. While that works well for some businesses, not every environment or application is built for the public cloud. Further, sometimes the cloud is not the right vehicle to scale because of access, speed, security and cost control limitations. For example, public cloud security is often inadequate for high-security applications; ingress and egress fees are often cost-prohibitive; and, access and speed are inconsistent, all of which can make public cloud-first approaches infeasible in certain environments.



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Red River helps customers devise a more balanced approach, aligning application and organizational needs to public, private and on-premises IT infrastructure. That's why multi-cloud is the ideal choice for the vast majority of Red River customers and where Dell APEX Flex on Demand brings much-needed flexibility, security, control and an improved financial model.

"Today, you must lead with multi-cloud because customer environments are so diverse and public cloud has limitations. The first things our customers care about are cloud and security. Dell Technologies and Dell APEX Flex on Demand's simplified approach brings together what organizations want from the public cloud and what they need to secure their data centers. Dell APEX Flex on Demand's hybrid approach gives us a lot of flexibility to effectively meet our customers' specific and varied needs," states Kush Kumar, Chief Revenue Officer, Red River.

Enabling better scalability

Red River looks at itself as the glue for the customer. Dell APEX Flex on Demand helps facilitate that role. Specifically, for Red River, the solution paves the way for communication with different facets of an organization—from IT system administrators and researchers to C-level executives—and brings the disparate needs of an organization together. This helps customers think more broadly about technology usage, consumption and capabilities. As a result, solutions tailored to these needs help IT departments scale more readily and intelligently.

For example, Red River works with a research university that historically grappled with varying requirements across different facets of the organization. Red River conducted a cross-department discovery and was able to tailor an infrastructure solution with Dell APEX Flex on Demand that met the organization's collective needs. In addition, because of Dell APEX Flex on Demand's flexibility, where customers pay only for what they use, the university was able to do much more with its technology infrastructure.

Liberating budgets to accelerate business

Technology is constantly changing and evolving. However, customers often get stuck in CapEx budget processes, delaying crucial technology deployments. By using Dell APEX Flex on Demand, customers can use a budget-friendly option that breaks the logjam and gets to deployment faster. In addition, Dell APEX Flex on Demand caps total monthly billing at 85% usage of total installed capacity - an offer unmatched by other providers*. This billing cap provides customers with predictability and cost control in a pay-per-use environment.

Dell APEX Flex on Demand also future-proofs technology investments with much-needed flexibility. That's because the consumable model enables best-of-breed technology and readily allows for ongoing expansions and refreshes. In addition, the deployment and set-up time for Dell APEX Flex on Demand is streamlined and implemented by Dell Technologies. Because customers do not own or support the IT infrastructure, it frees them up to focus on what they do best—manage organizational growth, not IT.

"The Dell APEX Flex on Demand portfolio allows our team to provide a breadth of capabilities that are unmatched in this industry. Our customers are very reactive when it comes to technology. And by the time most customers get through the acquisition phase, the technology has changed, and they must restart the process again. With Dell APEX Flex on Demand, customers can maximize their operating budgets and build a model that helps them deploy and scale quickly. This enables our customers to expand their technology solutions year over year versus scrambling each year to fund IT infrastructure with capital budgets," says Kumar.

* Available with Flex on Demand for Storage, Data Protection, and VxRail. Dark sites, non-metered deployments, and customers non-compliant with their contract terms are not eligible.



“Dell APEX Flex on Demand is the new hybrid cloud model that’s cost-effective, simple and agile – just what our customers want and need.”

Kush Kumar

Chief Revenue Officer
Red River

Stronger together

The combined capabilities of Red River and Dell Technologies are helping customers transform technology to improve organizational outcomes. Beyond achieving newfound capabilities, it’s the way that customers can transform that is unique. Dell APEX Flex on Demand provides control, simplicity and agility to increase acquisition and deployment speeds, enable OpEx budget flexibility and create a streamlined approach to technology acquisition. These benefits, in turn, help customers reduce operating expenses, improve scalability and achieve sustainable competitive advantage.

“What makes Dell Technologies really different is that they are a trusted partner with the widest breadth of products, technology and expertise, making it one of the greatest technology providers in the world. It’s our job to make sure we stitch the technology together and optimize alignment with our customer’s needs. Dell APEX Flex on Demand allows customers to be in control and rapidly deploy within a secure, cost-effective multi-cloud environment. The solution also provides for future growth as our goal is two-fold, to meet immediate needs and enable the future. Everyone benefits from this combination,” observes Kumar.