

Modernizing Technology at the Speed of Business

Green Services and Solutions Colombia is helping customers adapt to rapidly evolving business environments with modern technology

Customer profile

GREEN
SERVICES AND SOLUTIONS
Technology | Colombia, South America



Business needs

Green Services and Solutions Colombia (Green) helps companies accelerate cost-effective technology transformations with simplicity, agility and control at the pace of business. In partnership with Dell Technologies, Green uses Dell APEX Flex on Demand with support services to help customers get “cloud right” IT to meet business needs today and tomorrow.

Business results

- Reduced annual operating expense
- Decreased data center space by up to 60%
- Increased speed and performance by up to 35%
- Automated life cycle management
- Provide budget-friendly solutions with lower upfront costs
- Gain the latest technology to improve IT performance



“Technology powers business. With modernization via Dell APEX Flex on Demand, our customers are powering improved business outcomes.”

Robert Vargas

Business Development Manager,
Green Services and Solutions Colombia

Solutions at a glance

- [Dell APEX Flex on Demand](#)
- [VxRail](#)
- [VMware®](#)

Green Services and Solutions Colombia (Green) is helping customers update technology to keep up with business needs and boost productivity and security. By offering a flexible consumption model with the latest technology, Green enables customers to reduce IT expenses and improve performance and speed via an IT upgrade within a budget-friendly model. Customers love it because it helps to securely boost productivity within a pay-only-for-what-you-use, tailored IT infrastructure approach. As a further testament to Green, it was awarded Dell Technologies Partner of the Year, Andean Region, in 2022.

Founded over a decade ago, Green is headquartered in Medellín, Colombia. It serves companies across industries such as retail, manufacturing, education and government. With deep expertise and a strong track record of many customer successes, Green is bringing the next technological revolution to businesses. Green provides IT and professional services from the data center to the cloud, to the edge.

Via its partnership with Dell Technologies, Green provides customers with the Dell APEX Flex on Demand solution, often with VxRail and VMware. The solution provides a “cloud-right”, on-premises, hyperconverged infrastructure to meet the emerging needs of companies and help maximize business outcomes. Specifically, VxRail allows Green to grow together with on-premises platforms, which in turn drives client adoption. Customers understand the power of using VxRail with Dell APEX Flex on Demand for today and future expansion. Green gains use case flexibility with these solutions.

A modern-day IT model

Technology powers business. Adopting a tailored IT infrastructure with modern technology can drive better business results. Traditionally, IT upgrades and refreshes have been time-intensive processes involving capital expense approvals and lengthy implementation cycles. Green has found a new way to help customers modernize their IT infrastructure.

Using the Dell APEX Flex on Demand consumption-based model, Green’s customers can break through the current restrictions of traditional IT models – such as security and data gravity.



“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.”

Robert Vargas

Business Development Manager,
Green Services and Solutions Colombia



In addition, the solution allows customers to shorten gaps in time and project execution while building in flexibility to handle growth surges with at-the-ready IT capacity, bounded by capped, predictable operating expenses.

“With Dell APEX Flex on Demand’s consumption model, customers can deploy the technology solutions right now. Rapid implementation matters because the resulting productivity gains and expense reductions have a big impact on business results. Together with Dell Technologies, we help our customers modernize technology quickly and effectively,” says Robert Vargas, Business Development Manager, Green.

60% less, 35% more

Industries such as retail, education and government are increasingly dynamic in terms of supply and demand and changing needs. As such, devising an IT infrastructure that aligns with changing conditions is a challenge. Dell APEX Flex on Demand provides flexibility with peace of mind by capping total monthly billing at 85% usage of total installed capacity - another unmatched by other infrastructure providers*. Green uses the flexibility of Dell APEX Flex on Demand to solve this challenge – with impressive results.

*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.

For one retailer, Green was able to reduce the data center footprint by over 60%, thereby decreasing energy consumption while achieving performance improvements of over 35%. Green helped the customer simplify and optimize their daily operation via IT infrastructure built and managed with technologies and joint services from Green and Dell Technologies, including Dell APEX Flex on Demand, VxRail and VMware.

“We significantly reduced our customer’s annual expenses by hundreds of thousands of dollars via a simplified hyperconverged infrastructure across the entire business in conjunction with high-speed network solutions. Working together with Dell Technologies, Green is helping customers transform their business by modernizing their IT. The positive results speak for themselves,” shares Vargas.

The cloud is not a destination

Green works to integrate business objectives with technology via tailored IT solutions. To capitalize on cloud capabilities, most customers opt for a hybrid multi-cloud environment. Dell APEX Flex on Demand facilitates on-premises, hybrid cloud solutions via a pay-per-use model that pivots financing from CapEx to OpEx, enabling fast implementation with improved cost-effectiveness and security.

As the cloud estate evolves, the hybrid, on-premises cloud approach is the new “gold standard” in IT best practices, blending the best of cloud and on-premises. Green and Dell Technologies refer to this as “cloud-right” and it builds a strong foundation for the much-needed simplicity, agility and control that creates incremental business value.

“The cloud is not a destination, it’s a path. For our customers, a focus on enabling applications in the cloud without the heavy expense and technology lift to operationalize those applications helps create a streamlined, cost-effective IT solution. Using a Dell APEX Flex on Demand simplified approach brings together what organizations want from the public cloud and what they need to secure their data centers and meet policy requirements. It’s a revolutionary capability in the evolution of the cloud estate,” comments Vargas.



“Dell APEX Flex on Demand and VxRail create a reliable and flexible platform for a diverse set of use cases. It allows the flexibility, segmentation, security and growth that all organizations want.”

Robert Vargas

Business Development Manager,
Green Services and Solutions Colombia

Better together

Customers need to choose their own customized technology stack. Many of them are comfortable with in-house technology used in the previous 5-10 years. Green, through Dell APEX Flex on Demand, can offer the same technologies, modernized and provided as-a-service. This translates into a key benefit for customers and a competitive advantage for Green Services.

Blending capabilities across Green and Dell Technologies results in a “better together” scenario. By breaking through traditional constraints, clients gain newfound technology and competencies that align with the needs of their business today and the flexibility to adapt to the future.

“Our partnership with Dell Technologies helps us always be prepared for new things. We leverage the latest and greatest technologies to solve customer challenges in novel ways. Our partnership is opening the door to new opportunities and financial models to better help our customers. This is our primary goal and helping customers also helps our business and Dell Technologies. Everybody wins,” shares Vargas.