



Business Sector—Pharmaceutical

Pharmaceutical company turns to MTI and EMC to provide a total World-class backup solution

“Working with MTI and EMC has been a pleasure. The expertise and commitment demonstrated by all concerned greatly helped the successful implementation of this complex project.”

Leader of the customer’s project team



Overview

How do you provide your customer with a total world-class solution when your skill-sets do not include a vital element of the customer’s requirement? This is what faced EMC when it wanted to bid a storage upgrade at one of its biggest customers in the pharmaceuticals industry. The customer was happy to add more EMC tier one storage into its two European data centres, but IBM were proposing more by including the backup infrastructure as part of their bid. Without a credible total solution EMC was in danger of losing out even though it was fielding the best storage solution. To ensure success, EMC needed to partner with respected expertise in the backup and recovery field who could be relied upon to design and propose a world-class backup element to be included within the EMC proposal. Without this the EMC representative might lose the whole deal, or at best lose valuable account control.

The Solution

As a preferred backup and recovery partner and premier international velocity partner, MTI was the natural choice. When it comes to backup, MTI is an undoubted expert and in this case were soon selected and heavily engaged in helping the total bid process.

MTI worked with the customer and EMC to assess, design, co-bid, supply, install and support a backup infrastructure to compliment EMC’s storage proposals. With the partnership firmly in place, EMC were able to front the best proposal and win the customer’s approval for the provision of a total storage and backup solution.

The Result

The customer is now very happy with a world-class storage facility that exactly meets the demanding needs of the pharmaceutical industry and enjoys benchmark performance, supported by a joint team fronted by EMC. MTI assists EMC in ensuring continuing excellence throughout the new storage environment and helping advise the customer on all aspects of their storage related business processes.



Quantum.

About MTI

MTI is a leading international provider of consulting services and comprehensive information infrastructure solutions for mid to large-size organisations. With more than 20 years of expertise as a storage technology innovator, MTI is uniquely qualified to assess, design, implement and support whole-office data storage and backup initiatives. MTI enjoys strategic partnerships with industry leaders. MTI offers the best data storage, protection and management solutions available today. By employing a strategic, consultative approach, MTI provides customers with a single point of contact that eliminates complexities while delivering operational efficiencies and competitive advantages. More information is available at www.mti.com

Case Study