# The Challenge: Conserve Investment Capital, Simplify Production

## Integrated VoIP Services – VoIP Communications Server

### The Client

The Client provides a turnkey voice over IP (VoIP) telephone service which offers a rich set of features to small and medium sized businesses.

VoIP services are notorious for having quality-of-service issues and problems resulting from finger-pointing between multiple providers. The Client's business model focuses on resolving these issues and providing a high quality of service, along with a single point of contact for all service issues.

### The Business Problem

The Client had invested heavily in building an advanced network operations center that could monitor all network conditions and respond immediately to any service degradation issues or call connectivity problems.

A key component of their support strategy is a customer-premise communications appliance that provides telephony features and management access for quality of service diagnostics.

The Client would need hundreds of these devices. With limited resources and no manufacturing experience, the manufacture of the appliances was not an activity the Client wanted to perform in-house.

The OEM/Embedded Solutions Group of Continental Resources (ConRes) assumed responsibility for the manufacturing and logistical support for the network probe appliances.

### Client Requirements

▶ Proven experience building and supporting OEM software appliance platforms

▶ Experience with software imaging and managing software change control

▶ Ability to kit systems with customer documents, cabling and other installation materials

▶ Ability to manage component parts and finished goods inventories

▶ Product revision control under an ISO registered ECO process

▶ Same-day blind drop shipment to customer locations

▶ Custom packaging and branding

### The Solutions

**First Generation Solution**

The ConRes OEM/Embedded Computing team built the first generation servers on an Intel desktop platform. The completed systems were loaded with a customer software image, kitted with user documentation and cables, branded, and packaged in a custom designed box. The systems were built at the ConRes Integration and Logistics Center in Nashua, NH. Parts and completed systems were stocked as customer-owned materials. The Client emailed shipping requests for same-day, blind, drop-shipments to their customers.

**Second Generation Solution**

The Client opted to decrease the size of the initial unit design and ConRes was asked to create a second generation, eco-efficient system of decreased size and reduced power consumption.

The revised system is built on a mini-ITX platform with the full system measuring less than 9" x 6" x 3" and weighing under six pounds. The unit has no fans and utilizes a solid state hard drive. Total dynamic power for the system is less than twenty watts. This wall-mounted system is kitted with wall-mount brackets, drywall anchors and mounting screws. As before, the completed systems are held in Client-owned inventory for immediate drop shipment to end users.

**Product Line Expansion**

For a few large clients, a high capacity, high availability system has been added to the product line. This system is built on an HP DL360, 1U rack-mount server. The system includes a RAID-1 drive system, redundant power supplies and HP ILO remote, lights-out management. Each system is custom labeled, loaded with a software image and kitted with specialty items required for the installation.

## Benefits

▶ ConRes eliminated the need for the client to hire multiple, full time employees to build, prepare and ship the systems.

▶ As an ISO-registered company, ConRes is able to build more constant products with tighter change controls than the Client would have been able to do themselves. The result? Better products and a higher quality of service for the Client's end user.

▶ Changes, such as software revisions and end-of-life parts replacement, are tracked with an ECO system to allow quick and accurate identification of all systems deployed.

▶ Using a min/max stocking arrangement the Client enjoys 100% on-time order fulfillment without having to hold a large and costly inventory.

▶ ConRes services have reduced the customer's cost to deploy the systems and allowed the customer to focus on their core competency of developing TCP/IP telephony code and building a telephony service support organization.

▶ In each step of the business relationship, the ConRes sales team has presented the Client with useful expertise in hardware options, costs and benefits. This has resulted in the development of products that outperform and are more cost-effective than what the Client could have designed using internal resources.

ConRes provides a total solution. Extensive experience and strategic vendor partnerships enables ConRes to construct a reliable line of servers meeting Client's product and logistics specifications.

Build a better product line, maximize your choice of OEM solutions and services, and strengthen your ROI – with Custom, OEM/Embedded Computing Solutions from Continental Resources (ConRes).



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