



Scalable cloud storage for security videos

Surveillance solutions firm creates a local storage unit with space for growth and 24/7 access to the cloud



“Our Dell LSU saves customers, on average, €750 compared to other solutions on the market.”

Rishi Lodhia, Director, Cameramanager.com

Customer profile



Company Cameramanager.com
Industry Hosting Solutions
Country The Netherlands
Website www.cameramanager.com

Business need

Cameramanager.com wanted to expand its client base with a local storage unit that would cost-effectively store large volumes of video footage from multiple IP cameras.

Solution

The security specialist worked with Dell OEM to design a customised solution based on Dell™ PowerEdge™ servers and Dell OptiPlex™ desktops for online and onsite storage. Dell ProSupport™ maximises uptime.

Benefits

- Customers cut costs by around €750 compared with other solutions
- Customised Dell technology offers up to 7 terabytes of storage
- Dell OptiPlex design helps companies save space and energy
- Online IP camera security boosts uptime
- A 15-month lifecycle meets demand for longer-lasting technology
- Future own-branded units achievable with Dell OEM

Solution areas

- OEM Solutions
- End User Computing

Cameramanager.com offers web-based IP camera security systems that are easily accessible through PCs or mobile phones. Customers can subscribe to the company's cloud environment and store their video footage securely in the Cameramanager.com datacentre. More than 30,000 cameras are currently connected, but when customers have more than four cameras, they face bandwidth limitations.

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Cameramanager.com wanted to offer these firms an additional storage option – namely, a local storage unit (LSU) that's big enough for large data volumes, including high-resolution video, but small enough to be stored on-premises.

Rishi Lodhia, Director at Cameramanager.com, says: "We were interested in an onsite storage system that would be connected to the customer's network and our cloud environment. Dell was already a trusted partner and we wanted to work with OEM experts to create a customised device that would offer greater storage capacity than standard servers or desktops."

Company increases business opportunities with Dell OEM

Cameramanager.com has worked with Dell since 2009, when it deployed Dell™ PowerEdge™ servers in its datacentre. "We were happy with our Dell products, and the LSU was a good opportunity to expand both our relationship with Dell and our customer base," says Lodhia.

The Dell original equipment manufacturer (OEM) team has access to Dell's entire portfolio, but can customise products, services and support to meet customers' specific needs. "We considered other providers, but wanted to work with Dell OEM because of the quality of the hardware, the speed of delivery and Dell's ability to provide global support. And, as always, Dell offered a price-performance ratio that others couldn't match," says Lodhia.

Dell OEM ran tests and carried out a proof of concept to understand the company's needs. It selected Dell OptiPlex™ 790 desktops with Intel® Core™ i5-2400 processors, and customised them with a 1-terabyte hard drive. For companies with a large number of cameras – and thus greater storage requirements – Cameramanager.com opted for Dell PowerEdge R710, R310 and R210 servers, which Dell customised with 1-terabyte and 2-terabyte hard drives respectively. Around 250 of these customised units have since been deployed by Cameramanager.com.

"We're very pleased with the performance and stability of our Dell OEM customised storage units, and can look forward to rolling out the solution to many new customers with

Technology in practice

Services

Dell Support Services
– Dell ProSupport™ with
Mission Critical

Hardware

Dell™ PowerEdge™ R710
servers with Intel® Xeon®
E5620 processors

Dell PowerEdge R310
servers with Intel® Core™
i3-540 processors

Dell PowerEdge R210
servers with Intel® Core™
i3-540 processors

Dell OptiPlex™ 790
desktops with Intel® Core™
i5-2400 processors

confidence," says Lodhia. "The LSUs are currently branded as Dell products, but one of the key reasons we chose Dell OEM is because it can help strengthen the Cameramanager.com brand with our own branded devices in the future."

Apple reseller picks Cameramanager.com

A leading Apple reseller in the Netherlands has chosen cloud-based IP camera security from Cameramanager.com. From iPhones to iPads, iFactor sells Apple products and accessories from its 10 shops. The reseller wanted to expand its stores and was looking for a new camera security solution that would offer intelligent, flexible and mobile access to live and recorded IP camera videos.

Harrie van Brero, Director of iFactor, says: "Playback of videos on location was too time-consuming. With Cameramanager.com technology, we're able to access the camera system anytime, anywhere. I can easily manage the full IP camera system with my Apple Mac computer. It also has a positive effect on personnel because they feel safer."

Large capacity in a space-saving design

To offer customers vast storage in a space-saving design, Cameramanager.com chose the small form-factor Dell OptiPlex 790 desktop, which it customises with its own software. "The ultra-compact Dell OptiPlex design is ideal for retail shops and other busy environments where space is valuable," says Lodhia. The slim chassis also has an integrated power supply and optimised cable management to simplify deployment and operations.

Cameramanager.com chooses the Dell PowerEdge R310 server as its standard server-based storage model. For customers with space-constrained environments, the firm recommends the Dell PowerEdge R210 server. This one-socket, entry-level rack server has a compact chassis that's ideal for small spaces, and customers with no more

than 32 cameras. Those who need to store vast data volumes will benefit from the Dell PowerEdge R710 server, which has a storage capacity of up to 12 terabytes.

Two customised storage systems offer greater accessibility and uptime

With its LSU, Cameramanager.com has combined the advantages of online camera security with local storage. The onsite device records high-quality imagery and communicates with the Cameramanager.com cloud to make the live streams available on the internet. Here, they're easily accessible from anywhere in the world via a PC, laptop or mobile phone.

This dual-storage option also boosts uptime. "If the LSU is down, the cameras continue to function as normal, so live viewing is still possible. And because the unit is synchronised with our cloud environment, the customer can record in the cloud in addition to live viewing," explains Lodhia. "A security solution is only truly effective if it's available 24/7. Our Dell-based unit helps us meet this need."

LSU meets the expectation for longer lifecycles

To remain competitive, Cameramanager.com must offer its customers technology that lasts. "Digital video recorders and network video recorders both have longer lifecycles than PCs. The demand for long lifecycles is higher in the security industry than in other sectors," says Lodhia. "This was an important consideration when choosing Dell."

The Dell OptiPlex 790 desktop comes with a 15-month lifecycle, and the Dell PowerEdge servers are offered with lifecycles of 12 months. This makes it easier for companies to maintain a consistent IT environment while planning for future deployments. "Our Dell LSU can scale to accommodate up to 128 cameras, so it's a long-term solution – even for fast-growing companies," says Lodhia.

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Purchase costs and total cost of ownership are lower

As the LSU is a single device that connects to the cloud, customers have less IT to manage in-house, helping lower the total cost of ownership. And with easy access to recorded images via PCs or mobiles, customers can further reduce costs because they don't need to buy extra software or devices.

"Our Dell LSU saves customers, on average, €750 compared with other solutions on the market," says Lodhia. "With a cloud-based device managed by Cameramanager.com, customers can enjoy a high level of service and vast storage space, without the associated high costs. And the updates are free."

Simple administration

Cameramanager.com manages all updates centrally, making it easier for customers to own and run the system. "We monitor the LSUs centrally, and receive instant alerts if there's a problem," explains Lodhia. "All monitoring is carried out with our own software, but we're looking to use Dell OpenManage in the future."

The Dell OptiPlex desktop also features a tool-less chassis, so it's easier to service.

Dell helps reduce energy consumption

With Dell OptiPlex desktops, Cameramanager.com customers can reduce energy consumption. The environmentally-friendly designs include up to 90 per cent efficient power-supply units and Dell Energy Smart power-management settings. Intel® technology means they perform intelligently – adapting to users' needs by conserving or boosting power as workloads change.

Dell PowerEdge servers also include Energy Smart technologies that reduce power consumption and help manage power utilisation, thereby cutting costs. For example, the Dell PowerEdge R210 rack-mounted server, with its smaller form factor, uses a power supply that draws less power than those of larger servers. In addition, by offering low-voltage Intel® Xeon® processors, Cameramanager.com increases performance while lowering energy consumption.

Dell ProSupport maximises uptime

Cameramanager.com chose Dell ProSupport™ with Mission Critical to get optimum performance from its security solution. "If there's a device malfunction, a fast response is critical," says Lodhia. "With Dell ProSupport, a faulty component such as a broken hard disk is fixed within hours. We receive



the machine from the customer and simply pass it on to Dell. We can also keep a small stock of fully functioning machines available at our premises, so we can respond to customers immediately. We're very pleased with the support we receive."

Future expansion with an international partner

Cameramanager.com has large-scale expansion plans for its LSU. "We currently sell units only in the Benelux, but we're working on expanding to the rest of Europe. That's one of the reasons we chose Dell – it's an international company that offers global support," says Lodhia.



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