



Company: Sita Business Systems

Headquarters: Chantilly, Va.

URL: www.sitabs.com

Employees: 10

Specializations: Computers, software, office equipment, office supplies

Business Challenge: Sita Business Systems wanted to serve its long-time customer, the National Institute of Health (NIH), but the company needed technical proficiency that was outside of its expertise.

Solution: Although not a member of the IMSN, Sita called on Ingram Micro to provide a partner connection that would extend the company's expertise and enable them to provide exceptional service to their customer.

Results and Customer Benefits: With the help of Ingram Micro's On-site Professional Services, which is powered by the IMSN, Sita procured and successfully integrated five high-powered HP servers into the NIH network. The project was completed on time and under budget, strengthening Sita's position as a valuable and reliable one-stop resource for its clients' IT services needs.



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CASE STUDY

SITA BUSINESS SYSTEMS GETS TECHNICAL BY TAPPING INTO INGRAM MICRO'S ON-SITE PROFESSIONAL SERVICES, POWERED BY THE IMSN

Sita Business Systems works to be a one-stop resource to the federal-government agencies it serves, whether those customers are looking for computers and peripherals or office supplies, copiers and furniture. Recently, long-time customer National Institute of Health (NIH) called its Sita account executive, Porter Bankhead, and asked for some help in procuring and integrating five high-powered HP servers into its existing network.

"The NIH was putting together a system to create a high-resolution profile of the restoration of the human genome project," said Porter Bankhead, account executive at Sita Business Systems. "We support the computer needs and requirements for NIH, so they came to us first. Although we could do the customer interface, we are a small company and did not have the technological capabilities to do this rather complex project."

Sita needed help. The project called for five high-powered HP ProLiant DL140 servers to be integrated into an existing NIH lab that was used to track modifications occurring to DNA and other proteins. With each experiment producing over 80 million DNA sequences that must be mapped to the genome, the additional servers would add the computing power needed to crunch the data created by the sequencing machine, which can output up to a terabyte of data every three days. It was no small undertaking.

"The bottom line was that lots of data would be generated and NIH needed a system with servers in place that would allow the scientists to process the data and gain understanding from it," said Bankhead. "We knew HP's ProLiant servers would be an ideal solution to this increasingly complex and data-intense business need, but we just didn't have the bandwidth or the technical expertise to deploy it."



Solution

To qualify for the business, Sita called on the Ingram Micro Services Network (IMSN) to see what could be done. Although not a member of the IMSN, Sita had learned from its Ingram Micro sales representative that the service was open to any and all Ingram Micro solution providers. The process was easy: Sita simply contacted Ingram Micro's On-site Professional Services, which is powered by the IMSN, completed an Opportunity Worksheet and e-mailed it to the IMSN team. Processing the request took minutes and once the opportunity was approved, the IMSN went to work to find a partner capable of providing the specialized technical expertise necessary to complete the project within the specified timeframe.

"We quickly realized that by working with Ingram Micro and the IMSN, we could put a plan together and meet the business-computing demands of our customer," said Bankhead. Together, Sita and the IMSN team outlined the requirements of the plan, which included setting up the system, integrating the five HP servers, and having the engineer remain on site for a few days to answer the NIH scientists' questions.

"We were looking for a systems engineer who understood and was authorized on HP equipment and services, and who could assemble and integrate these five servers into the existing lab," said Bankhead.

In very short order, Ingram Micro had found a qualified technician from existing IMSN partner AVR Enterprises in

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Herndon, Va. Once the terms of the engagement were cleared by both parties, the project was SKU'd up and the technician was dispatched.

Results and Customer Benefits

The NIH-HP server project proved hugely successful — and with the help of the IMSN, Sita brought the project in on time and under budget. "The final price was significantly lower than the original bid," said Bankhead. "We saved the NIH almost \$30,000. And our margin was good, too!"

Sita plans to make good use out of Ingram Micro's easy-to-use On-site Professional Services in the future. According to Bankhead, the IMSN gives Sita the means to enhance and expand its tradition of meeting the needs of customers in whatever way they can with value-added technology solutions. "Ingram Micro's On-site Professional Services, provided by the IMSN, gives us a whole new opportunity to serve our customers when they are looking for systems integration with large, complex systems. We were founded in 1989 as a woman-owned, U.S.-based, small disadvantaged 8(a) business, and these value-added capabilities serve as huge growth catalysts and are a critical element within our growth strategy."

For more information on HP Proliant services and the resources available to you with your HP server purchases, contact your Ingram Micro sales representative at (800) 456-8000.

— Porter Bankhead, sales executive, Sita Business Systems

Business Opportunities

If you'd like to expand your business or geographic reach like Sita Business Systems did, consider partnering with Ingram Micro. To request the IMSN's assistance with an opportunity, call Ingram Micro On-site Professional Services at (714) 566-1000, ext. 24896. For questions about our services, e-mail services@ingrammicro.com.

