

## Concept of Appliance Distribution

Often distributors offer support for both, software and hardware products, yet are not capable of combining the two and offering an ideal and complete solution to the distribution channel. Partially this is due to the added complexity in logistics, as often build-to-order processes are required.

Optionally offering hardware to the software product and providing these systems fully or partially setup (e.g. pre-installed operating system, pre-installed and optionally pre-configured software, etc.) makes a decision for the complete solution easier, also simplifying the deployment at the client.

This increases the distributor channel's efficiency, not only facilitating their work, but also allowing them to invest their time in to sales and marketing rather than the installation and setup of the hardware

An additional option arises especially in the case of security products and/or Linux based solutions. Many manufacturers of IPS, IDS or Firewall products often already offer hardware solutions, in which case the software is tailored to the particular hardware. The cost of these so-called "appliances" is usually above average and a separate purchase of the software, license and suitable hardware is often more reasonable.

Appliances mostly are ideal solutions, consisting of the hardware, software and a license, tailored to one dedicated task. They are designed to be deployed instantly in their designated role. Clear advantages to the user are high stability and reliability, tuned performance, easy management, the reduced maintenance costs and the high availability. Chosen and tested by experts, appliances guarantee security and increase network availability. Compared to regular servers, appliances benefit from a much longer life-cycle, well defined end-of-life plans, protection against technical changes to the point of individual chips. This leads to even greater stability.

Typically the form factor of appliances is 1U or 2U, 19" rack mountable, generally equipped with 4 or 8 network interfaces installed in the front.

## Concept of Appliance Distribution (cont'd)

APLIGO's appliance concept enables the distributor to setup a build-to-order system, without additional costs or logistic requirements. All adherent tasks are handled by APLIGO. The wide range of services include OEM-branding, pre-installation and pre-configuration of the operating system and software and drop shipments.

### Advantages:

- Turnover increase through inclusion of necessary hardware
- Hardware is assembled on a build-to-order basis
- Appliances are not subject to technical changes avoiding a cause of problems
- High availability and clear end-of-life plans
- Numerous (OEM) branding options
- Product is pre-installed (operating system / software), can be shipped pre-configured
- APLIGO handles logistics (no additional logistic requirements for distributors / resellers)
- Distributors do not require own stock
- Services related to the hardware are processed by APLIGO (e.g. RMA handling, warranty extensions, etc.), services may be offered by distributors / resellers

For this APLIGO has defined three appliance models, which satisfy most requirements. They are customizable by processor, memory and storage; PCI extension slots are also available.

The process is very straight forward; the distributor integrates APLIGO's Online-Configurator on their website, which allows resellers to define their preferred setup and specifying a desired software license. APLIGO is notified by the system with the submitted details after the reseller has completed his request, receives the license, assembles the hardware, installs the operating system, the software, and the license and ships the final product to the address as specified in the order. Upon delivery the distributor is issued an invoice for the corresponding system and given a dispatch note.

## Concept of Appliance Distribution (cont'd)

This concept leads to an increased potential turnover and allows differentiation from the competition: standard software packages and hardware sold separately compared to the process described above with pre-installed ideal solutions.

Depending on the chosen approach various possibilities regarding the hardware are available, ranging from pre-defined standard setups, specific build-to-order versions, up to ODM branded appliances in a custom colour and/or with a custom faceplate and logo.

In the case of a warranty claim due to hardware issues, APLIGO processes the query. The customer files the claim and APLIGO handles the RMA management: replacement and repair of the hardware.

These services can be expanded easily to support cold or hot standby scenarios, warranty extensions and/or next-business-day pre-exchange (NBD) agreements.

### Why APLIGO?

- Comprehensive know-how, regarding appliances and any related technical aspects
- Long-time worldwide logistical experiences, including all aspects of import / export, customs, etc.
- Proven and tested my.APLIGO online system, offering direct access to current information such as
  - Warehouse stock details
  - Service information (RMA & NBD)
  - Shipment details
  - Dispatch notes, invoices, and other documents

### **APLIGO – your software perfectly applied.**

Further Questions? More information is available from <http://www.APLIGO.com>, by phone at +49-(0)721-969003-0 or by email to [info@apligo.com](mailto:info@apligo.com)

