



# Simplifying server procurement with better hardware and a smarter sales process

## When it comes to servers, Niagara Technology Group chooses the HPE ProLiant DL60 Gen9

### Objective

Provide affordable, effective hardware, software and services for small businesses

### Approach

HPE ProLiant DL60 servers run an AD environment and serve as domain controllers

### IT Matters

- Leverage existing technology
- Provide managed services and consulting
- Improve reliability

### Business Matters

- Develop customized solutions
- Utilize efficient, cost-effective hardware
- Earn customer's trust on every project



As CEO of Niagara Technology Group (NTG), Danielle Ralston feels a special commitment to ensuring her customers don't overpay for technology. NTG's success is based on the trust the company has earned with every customer engagement. Customers know that NTG will only recommend the technology and equipment needed to achieve their business objectives. By working with NTG, customers are confident they will never overpay for unnecessary hardware or needlessly complex configurations.

"We've learned from our customers that they have two big challenges when it comes to procuring the right technology for their businesses," explains Ralston. "They want good and fair pricing for the equipment they purchase, and they don't want to deal with pushy sales people trying to sell them more than they need. That's one reason we recommend HPE ProLiant DL60 servers to so many of our clients."



NTG is an IT service provider that specializes in the unique needs of the small and medium business (SMB) market, with clients located throughout the United States, Canada, the United Kingdom and France. These SMB clients have special requirements that are often not addressed by IT service providers focused on serving large companies. And many IT organizations focused on the SMB market lack the technology expertise of companies that serve large enterprises.

NTG provides SMBs with the highly skilled technical expertise and resources they need to support customers, without the massive overhead and pricing structures of IT firms serving larger businesses. NTG offers SMBs the same competitive advantages usually reserved for larger organizations by helping these smaller companies select the appropriate technology solutions for their specific needs and objectives.

### **Price and performance designed for cost-conscious SMBs**

The HPE ProLiant DL60 Gen9 server delivers the reliable performance that SMBs need, while staying within the budget constraints of these specialized organizations.

With up to two Intel® Xeon® E5-2600 v3/v4 processors, four LFF HPE SmartDrives, and eight DIMM slots of HPE DDR4 SmartMemory, the HPE ProLiant DL60 Gen9 features a cost-optimized design with a smaller footprint that can fulfill compute-intensive workloads at an affordable price point.

“There isn’t a workload I wouldn’t put on DL60s.”

—Danielle Ralston, CEO,  
Niagara Technology Group

“When we first engage many of our small and mid-sized clients, they have older equipment and limited budgets,” says Ralston. “They count on us to help them identify and purchase the most dependable and effective hardware and solutions available at the most competitive price. When it comes to servers for these customers, we’ve been recommending HPE ProLiant DL60s.”

NTG uses HPE ProLiant DL60 servers to run a wide range of workloads for its clients, including Microsoft Active Directory (AD) services, domain controllers, file server functions, web development and more.

The HPE ProLiant DL60 servers can store up to 40 terabytes of data, and provide plenty of processing power for Ralston’s SMB clients.

“There isn’t a workload I wouldn’t put on DL60s,” she explains.



### **Customized solutions for SMB budgets**

The HPE ProLiant DL60 Gen9 server is the ideal solution for SMBs that need an agile infrastructure management solution to accelerate IT service delivery.

With the right combination of processing power, storage and memory in a 1U form factor, the HPE ProLiant DL60 Gen9 server offers SMBs the customized solutions usually restricted to large enterprises. These SMBs also realize the benefits of 92% 80 PLUS Gold-certified redundant entry-level HPE Power Supplies and power management features that work together to reduce power expenses. At the

same time, an improved ambient temperature standard with HPE Extended Ambient Operating Support (ASHRAE A3) helps reduce cooling expenses.

Simple, cost-optimized design provides features that are easy to configure and use, for lower management overhead, while HPE infrastructure management enhances both efficiency and agility.

The HPE ProLiant DL60 Gen9 server makes it easier—and more affordable—than ever for SMBs to purchase powerful, reliable hardware that occupies less space and can be deployed as compute, network, and database nodes to support data-centric messaging, collaboration, and cloud computing requirements.

“[Our clients] want good and fair pricing for the equipment they purchase. They want servers that can get the job done without breaking the budget. That’s a big reason we recommend HPE ProLiant DL60 servers.”

—Danielle Ralston, CEO, Niagara Technology Group

## Customer at a Glance

### Application

Powerful servers run a variety of workloads for NTG's clients, for an affordable price

### Hardware

- HPE ProLiant DL60 servers

## Purchasing servers has never been so simple and straightforward

"In serving our customers, two of the most time- and effort-intensive issues we face are getting the best prices for our customers while reducing the amount of time we need to spend with sales people," explains Ralston. "We've worked with other hardware vendors who are constantly trying to sell us more equipment than we need, more expensive equipment than we need, and bundle it into more complex configurations than we need. It gets exhausting."

NTG has come to rely on the HPE sales team for honest expertise, accurate pricing, and an understanding that respecting the customer's time and judgment is more important than trying to sell more product.

"With HPE, the sales people don't try to oversell," Ralston adds. "That's a big deal. A very big deal. We have a conversation, they understand what we need, and they send us a quote. There's never any negotiation or haggling about purchasing more than we requested."

## Knowledgeable support prepared to quickly resolve any issue

HPE's reputation for stellar support hasn't gone unnoticed at NTG. While the company rarely has to contact HPE to discuss an issue, when they have, they've been thrilled with the result.

"Customer support is phenomenal with HPE," says Ralston. "You call. You get someone on the phone who understands what you're talking about right away. They respect your knowledge of the equipment and technology, and start working with you right away to resolve the problem."

From customizable, affordable hardware to simplified procurement and support teams that work with customers to quickly resolve issues and get equipment up and running in less time, the HPE ProLiant DL60 Gen9 server is an ideal solution for any small or mid-sized organization that wants a powerful, reliable, and cost-efficient compute environment that can easily grow and respond to the individual needs of their business.

Learn more about the  
HPE ProLiant DL60 Gen 9 at  
[hpe.com/servers/dl60gen9](http://hpe.com/servers/dl60gen9)

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