

# Channel Chief View

## 'Edge Computing' is Driving Customer and Channel Success

### Q. What opportunities does edge computing offer the channel?

**A.** Distributed enterprises, such as large retailers, are moving more applications outside the datacenter. Those applications running at the edge are just as critical as the applications running in centralized datacenters. However, the resiliency, scalability, security, high-availability, and human IT resources that exist in the datacenter do not inherently exist at the edge. This dichotomy creates a mismatch between the importance of the applications and the infrastructure and IT support they provide.

Scale Computing gives the channel a way to transform its customers' businesses and capitalize on these opportunities by migrating their organization away from traditional, complex or inadequate technologies and providing future support for next-generation technologies and service requirements like IoT, security, cloud, and analytics.

### Q. How does Scale Computing help the channel deliver on its edge computing strategy?

**A.** Customers are looking for a solution that is scalable in size and delivers the resiliency, security, and availability of a datacenter. Edge computing brings with it the need to deploy many micro-datacenters of varying sizes, and a proper platform should be able to scale up or down to accommodate these needs. Our patented technology transforms isolated locations into converged, unified, micro-datacenters for edge computing. And, our partnerships with Lenovo and Schneider Electric create a global footprint for our partners to sell through. When flexibility, ease-of-use, high availability, and TCO are required, Scale Computing offers a proven infrastructure solution.

### Q. What is Scale Computing doing to help partners build revenue from its edge computing customers?

**A.** The Scale Computing HC3 Edge platform is designed to run straight out of the box, and it's intuitive as a smartphone and as powerful as a full data center. As a result, the implementation of our systems can be completed in minutes to deliver the lowest edge acquisition and deployment cost in the world. A typical Scale Computing partner and customer reduce ongoing management costs by up to 80 percent thanks to our platform's automation and machine intelligence.

The program enables our partners to stay ahead of the competition, delivering cutting edge technology and bundling their services at a cost that is a fraction of the competition with a substantially higher margin profile.



**Scott Mann**  
Director, North America  
Channel

// Scale Computing outclasses the competition in TCO, automation, and simplicity with partners around the world using our systems to replace expensive, legacy solutions. We help partners build a more cost-efficient datacenter strategy, where edge computing enhances their business and creates new opportunities for growth – wherever their customers are. //

