

Trustwave Leverages OEM Partnerships to Deepen SIEM Market Penetration

*Accelerated launch of new security appliances
delivers revenue growth with assist from
UNICOM Engineering and Dell OEM Solutions*



Introduction

Trustwave is the leading provider of on-demand data security and payment card industry compliance management solutions. The company has helped thousands of organizations – including Fortune 500 businesses and large financial institutions – manage compliance and secure their network infrastructure, data communications and critical information assets. Determined to launch a new family of Security and Information Event Management (SIEM) appliances, Trustwave wisely turned to UNICOM Engineering and Dell OEM Solutions.

In 2010, Trustwave needed to quickly introduce a new series of SIEM appliances to reach an untapped market and win business without having to devote in-house staff and resources. Working with appliance solution providers UNICOM Engineering and Dell OEM Solutions, Trustwave launched products within nine months aboard Dell™ PowerEdge™ servers and subsequently grew revenues by tens of millions of dollars.

Simplify My Life

On a recently co-hosted web seminar with UNICOM Engineering and Dell OEM Solutions, Glen O'Donnell, Senior Analyst at Forrester Research, said that today's software providers and their customers share a common demand: "Simplify my life." Wherever high mix and high change coexist in an IT environment, chief security officers are begging for solutions that remove complexity and deliver out-of-the-box value. The time and resources required to bring security software to value as an appliance is significantly less than that required by legacy solutions.

Charlie McPhail, a Sales Engineer with Dell OEM Solutions, agreed and added, "With complexity on the rise, Dell OEM Solutions is all about enabling simplicity. If there is one word that sums up our value proposition, *it's simplify*. We are all about lowering the barriers that can prevent rapid adoption, lifecycle value, and time to market."

"Integration partners like UNICOM Engineering bring a more streamlined, cradle-to-grave methodology to the customer engagement. Together we offer a more complete suite of engineering support, manufacturing resources, global logistics, and lifecycle maintenance services that deliver effective partner experiences and help ISV's like Trustwave deploy more profitably."

Results:

- Accelerated delivery to market and released products within nine months
- Sold new products and captured tens of millions of dollars in revenue
- Created an global support structure to meet custom service-level agreements
- Experienced a smooth transition to next-generation Intel servers
- Enabled in-house engineers to stay focused on software development

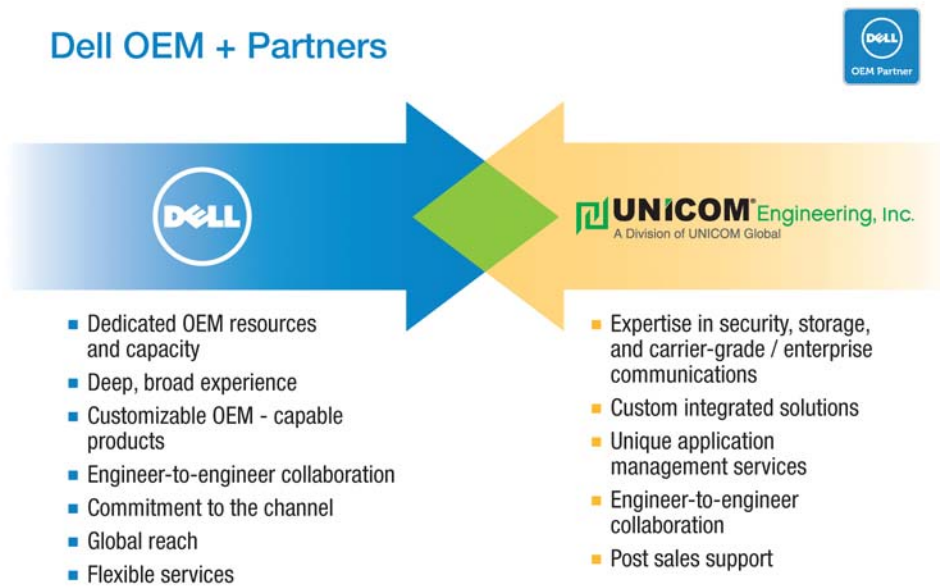


Figure 1
Dell OEM and Partners

As a licensed Dell OEM Premier Partner, UNICOM Engineering offers engineering support, manufacturing resources, forward and reverse logistics, and lifecycle maintenance services that deliver effective partner experiences.

Deep SIEM Targeting

Trustwave wanted to sell deeper into large enterprises and also sell to more small-to-medium sized companies. Common to both of those targets is the lack of staff and resources to install, maintain and support security applications themselves. The company's goal was to create and market user-friendly, effective security solutions that produce value out-of-the-box and simplify lifetime support.

"Today we support well over 600 customer security environments worldwide," said Tom Wallace, VP of Customer Service at Trustwave. "Thanks to UNICOM Engineering and Dell our security platforms interoperate ubiquitously and are capable of supporting a variety of customer's needs and environments."

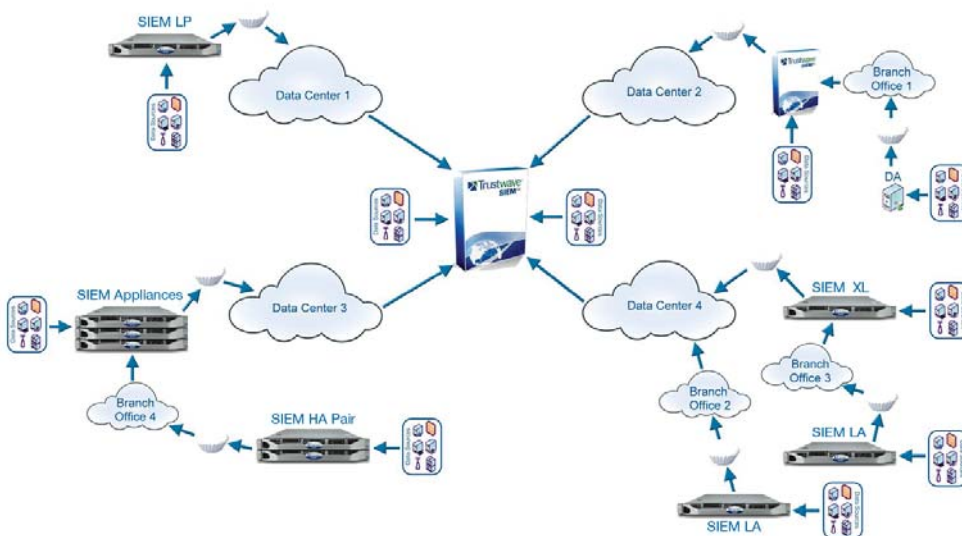


Figure 2
SIEM Network

Trustwave SIEM performs advanced correlations between isolated events. As organizations add more data sources or evolve their risk management policies, a range of SIEM systems can be configured to meet those demands.

The centerpiece of Trustwave's offering is SIEM OE (Operations Edition), shown at the center of Figure 2. "Its supporting cast includes a SIEM LP (Logging Plus) appliance, an XL (eXtreme Logging) appliance, an LA (Log Acquisition) appliance, and oftentimes HA (High Availability) device pairs. DA is the Data Acquisition component of our software-only solution. Think of them as modular components that can be used individually, or combined to strengthen and scale according to the scope of security needed," said Wallace.

High-Change Lifecycle Control

UNICOM Engineering and Dell worked with Trustwave to develop and test these appliances for optimal performance. "This is where UNICOM Engineering really shines, said Wallace. "We went through a major Intel micro-architecture refresh, and with UNICOM Engineering's assist we transitioned to the latest Xeon [Nehalem] CPUs. It changed the physical architecture of the motherboard. The front side bus went away and, after going through an exhaustive lifecycle analysis with Dell, we opted to deploy on their PowerEdge R610 server."

"We also took advantage of UNICOM Engineering's Element Manager, which helped us tremendously go through that transition because while they were dealing with all-things-metal to the base operating system, we only had to focus on our application. Of all the vendors we spoke to, UNICOM Engineering's cradle-to-grave lifecycle services were more sophisticated." When necessary, Trustwave can rely on Dell for more significant support issues. "Ninety-nine percent of the time, we don't need to contact Dell," says Wallace. "But it's great to know that if there is a platform problem or we have a major change cycle, we can count on Dell to help address those issues promptly."

Support Systems

"It wasn't until we had designed the unit with UNICOM Engineering that we determined what our go-to-market model was going to be," said Wallace. "We decided which parts of the system were going to be Field Replaceable Units (FRUs), and which parts were going to be component replaceable units. Then we worked with UNICOM Engineering to determine what kind of support model we wanted. UNICOM Engineering employs service technicians that can be dispatched worldwide within 24 hours to replace component parts and perform break-fix tasks."

"Ultimately we chose to only have two FRUs, one being the hard drive and the other being the power supply – mostly for redundancy sake. Of course, we offer our customers full system replacement services for those circumstances when a full unit replacement is required. It's rare but when hardware fails, even in hard-to-reach territories, we find UNICOM Engineering's worldwide support and logistics to be phenomenal. UNICOM Engineering will ship a part or complete system same day and provide the regulatory paperwork clear customs very quickly. In some cases, even short-term delays are unacceptable, so we worked with UNICOM Engineering to set up forward-stocking locations in Hong Kong and the Netherlands, where we store spare parts and a handful of systems."

Reverse Logistics

Some of Trustwave's clients maintain their own inventory to assure same-day recovery and system availability. UNICOM Engineering can accommodate any variety of ways to ease the pains and anxieties associated with field failures. "Trustwave always owns the relationship with the customer," said Wallace, adding, "UNICOM Engineering and Dell are the power behind

the power, so to speak. We deal with the customers directly and UNICOM Engineering has an entire support organization to back us up. Field failures are quickly passed to UNICOM Engineering for RMA handling, including replacement parts, failure analysis, return labels, as well as the repair and return of goods to active duty.”

With the localized support provided by UNICOM Engineering and Dell, Trustwave can accommodate quick-turn service-level agreements (SLAs) across the globe. “Some global customers might be concerned about the distance from our company to theirs,” said Wallace. “But with UNICOM Engineering’s and Dell’s global footprint, we can create competitive SLAs to satisfy just about any customer need.”

Support Calls

Trustwave was careful to develop an element of discipline around the customer support engagement. It created one clearly stated ‘avenue’ into the various support and service extensions from UNICOM Engineering and Dell. “Hardware support calls go to UNICOM Engineering and their engineering organization,” said Wallace. “Should it become necessary to escalate the problem, Dell OEM Solutions can be engaged for resolution. If it’s software or some other layer, then it simply goes to us at Trustwave. Sometimes unfortunately it’s not so clear cut, and that’s where UNICOM Engineering’s troubleshooting skills really help us. Typically, 99% of the support tickets are resolved without engaging Dell. I believe this is a reflection of the quality of Dell’s platform.”

Staying Focused on Innovative Software Development

By handing off hardware configuration, software installation, customization, distribution, and hardware support tasks to UNICOM Engineering and Dell, Trustwave can stay focused on its core competencies. They maintain a high level of abstraction from all the hardware processes by working with UNICOM Engineering and Dell OEM Solutions says Wallace. Trustwave achieves all of the benefits of producing appliance-based solutions while keeping its staff focused on developing innovative software.

About UNICOM Engineering

UNICOM Engineering is a leading provider of server-based application platforms and lifecycle support services for software developers and OEMs worldwide. Through its expertise and comprehensive suite of solution design, system integration, application management, global logistics, support and maintenance services, UNICOM Engineering is redefining application deployment solutions to provide customers with a sustainable competitive advantage. More than a decade of appliance innovation with the ability to provide physical, virtual, and cloud-ready solutions makes UNICOM Engineering one of the most trusted software deployment partners in the industry. Founded in 1997, UNICOM Engineering has facilities in Canton, Massachusetts, Plano, Texas, and Galway, Ireland, and formerly traded on the NASDAQ exchange under the symbol (NASDAQ: NEI). For more information, visit www.unicomengineering.com.



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