

Partnering with Winchester Systems Is A Win for You *and* Your Customers



Data Intensity Inc. is a managed service provider specializing in database support services. Located in Waltham, Massachusetts, the company offers database management services and applications, as well as supplemental assistance on an as needed basis, to companies ranging from multimillion-dollar to multibillion-dollar organizations. As a 24/7 operation, Data Intensity acts as an alternative to internal full-time database administrative support by proactively monitoring, managing, and maintaining relational database management systems environments either on-site or implemented remotely from a state-of-the-art data center using a virtual private network (VPM) into its customers' systems.

FlashDisk is an Industry Staple

Steven King, Data Intensity's chief technology officer, explains the partnership between Winchester Systems and Data Intensity: "Our relationship grew out of our first-hand experience and familiarity with the higher performance of Winchester Systems FlashDisk OpenRAID array. Our company's president and founder, Kevin Kennefick, and I became familiar with FlashDisk when we worked for several years at Oracle.

The product was well known for its price/performance ratio and high reliability. When Data Intensity was founded three years ago, it was only natural that FlashDisk would become an in-house staple for running our new business."

Faster Oracle Application Performance

Today, when Data Intensity's customers express a need for additional storage capacity, Data Intensity suggests they consider FlashDisk primarily for two reasons: (1) It speeds up Oracle RAC application; (2) It's easier to configure applications using FlashDisk's OpenRAID than it is with other data storage products. Although Data Intensity readily endorses FlashDisk, King comments that it's the salespeople from Winchester Systems who are ultimately responsible for selling Data Intensity's customers on the company's products and solutions. King notes, "Although we don't delve into the competitive differences between vendors, we wouldn't recommend FlashDisk to our customers unless we're confident in the product and company. In fact, it reflects well on our expertise when we can recommend a product solution such as FlashDisk."

On some occasions, Data Intensity may become aware of organizations that are in need of storage solutions and brings these organizations to the attention of Winchester Systems. As an example, one of Data Intensity's customers was recently rolling out a multi-terabyte data warehouse where cost was a major concern. Data Intensity informed the sales representative from Winchester Systems about its customer's upcoming needs. The sales team came in and demonstrated the value of FlashDisk as it related to the company's main concern of keeping costs down. It came as no surprise that Winchester Systems won the business.

Superior Customer Support

King recounts Data Intensity's own, first-hand experience using FlashDisk: "For the past three years, our own system (configured with FlashDisk) has been very reliable. We've never gone down and we've never lost any data. When we've had a problem - like a bad disk - we'd call Winchester Systems support line and in no time at all a new disk would arrive. The response from Winchester Systems is phenomenal."