

OMNIPLAYER
radio automation software

Industry

Media and entertainment

Objective

Deliver the highest levels of reliability and stability for mission-critical radio broadcast solutions

Approach

Partner with HPE OEM program to acquire industry-proven HPE hardware, preconfigured to accelerate solution delivery and backed by HPE global support

IT matters

- Provides reliable, stable infrastructure for critical broadcast solutions
- Assures customers of price stability and longer warranty periods
- Provides global support to keep customer solutions running smoothly

Business matters

- Accelerates delivery of ready-to-run broadcast solutions
- Simplifies the supply chain allowing OmniPlayer to focus on its core business
- Enables OmniPlayer to scale its business internationally

HPE OEM program enables M&I Broadcast Services to scale its business internationally and accelerate delivery of market-leading OmniPlayer solutions for radio and TV broadcasters



HPE OEM program helps OmniPlayer speed delivery of mission-critical broadcast solutions

Assures high reliability and performance for radio broadcasters



Through the HPE OEM program, OmniPlayer accelerates delivery of playout, logging, and monitoring solutions for radio broadcasters, leveraging preconfigured HPE ProLiant Gen10 servers, HPE MSA storage, and HPE switches. As an HPE OEM partner, OmniPlayer also gains the global presence of HPE to service customers and scale its business worldwide.

If there is one thing a radio broadcaster cannot tolerate, it is “dead air”—that dreaded silence when an audio signal is interrupted. That is why the Dutch developer of market-leading radio automation software—OmniPlayer—chooses HPE infrastructure.

Harold de Groot, Chief Executive Officer of OmniPlayer, explains, “The hardware

we choose must be reliable and stable or it could make our software look bad and damage our brand. HPE is a perfect partner for us. Our experience with HPE products is they provide high performance and high availability. That is very important because our customers must deliver their programming 24 hours a day, 365 days a year.”

“As an OEM partner, we get a lot of special attention from HPE. They share knowledge about new hardware and guidance on what products to choose. We have price stability, longer warranties, and global support. That gives us confidence when selling to customers, especially as we expand into Europe.”

– Harold de Groot, Chief Executive Officer, OmniPlayer

Customer at a glance

Solution

Radio play out for live and streaming content in-studio and on location

Hardware

- HPE ProLiant DL380 Gen10 servers
- HPE ProLiant DL360 Gen10 servers
- HPE MSA 1050 SAN storage
- HPE FlexNetwork 5500 series
- HPE FlexFabric 5900 series

Software

- OmniPlayer radio automation software

HPE Pointnext Services

- HPE Foundation Care

He adds, “As an OEM partner, we get a lot of special attention from HPE. They share knowledge about new hardware and guidance on what products to choose. We have price stability, longer warranties, and global support. That gives us confidence when selling to customers, especially as we expand into Europe.”

HPE OEM partnership key to business expansion

OmniPlayer delivers complete, ready-to-run solutions for its radio customers. Responsiveness is essential as solutions like OmniPlayer are at the heart of a broadcaster’s business. The HPE OEM program helps de Groot and his team accelerate solution delivery by providing preconfigured servers.

“When a customer places an order, we have to respond quickly,” de Groot acknowledges. “With a complete package from HPE, we know exactly what we are getting, which makes it quite easy for us to install our software. It is an important efficiency gain.”

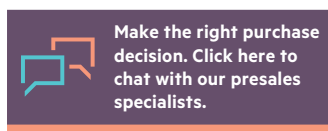
The efficiency of working with the HPE OEM program will become even more important as OmniPlayer expands its business across

Europe. “We are starting to do business in France, Belgium, Switzerland, Italy, Spain, and elsewhere. We need a partner like HPE, with a presence in all those countries and a complete set of infrastructure hardware we can get from one vendor. That simplifies our supply chain and allows us to focus on our core business.”

Through the HPE OEM program, OmniPlayer also takes advantage of HPE Pointnext Services to provide local operational support for its customers. For example, with HPE Foundation Care, if there is ever a hardware-related problem, an HPE engineer is on-site within four hours.

“HPE provides us with a great support framework, which keeps our customers up and running, and saves us a lot of time and travel,” says de Groot. “Having HPE as a global partner also helps us scale the business because it would be impossible for us to have offices in every country. We really could not expand our business as we are without an OEM partner like HPE.”

Learn more at
hpe.com/solutions/oem



 **Share now**

 **Get updates**