



Partnership with Extreme Networks Helps Alpha Technologies Grow

EXECUTIVE SUMMARY

Industry

- ▶ Business Technology

Customer Segments

- ▶ Healthcare
- ▶ K12/Higher Education
- ▶ State, Local and Federal Government
- ▶ Hospitality
- ▶ Financial
- ▶ Legal
- ▶ Manufacturing
- ▶ Service

Technology Needs

- ▶ Data Storage
- ▶ Data Security

Extreme Solutions Components

- ▶ Extreme SLX9640
- ▶ Extreme SLX9540

Results

- ▶ 14% increase in top-line revenue

Alpha Technologies is a service disabled veteran owned small business headquartered in Hurricane, WV with a global datacenter located in South Charleston, WV. The company began as a small, managed service provider and started its initial expansion by building fiber-optic networks and buying data centers that were more in-tune with what its customers needed.

After the acquisition of the Charleston, WV data center, it was revealed that it was in need of more advanced, technical equipment. Initially, as a Cisco-based partner, Alpha Technologies' instinct was to purchase Cisco equipment. However, the firm found that the cost of procurement was significantly higher through Cisco which created an unaffordable cost barrier. This roadblock compelled Alpha Technologies to seek other avenues of acquiring the required technology.

At the time, Alpha Technologies prepared to purchase Brocade Communications Systems (Brocade) products, but Brocade had recently been acquired by Extreme Networks (Extreme) before the order could be finalized. Bearing that in mind, Alpha Technologies chose to stay with Cisco initially until the acquisition was complete.

MAIN CHALLENGE

The main challenge Alpha Technologies faced was to identify a platform that had the port density, small footprint, and routing features needed for their network to run smoothly. As their network speeds increased, Alpha Technologies required higher speed interfaces and larger buffers to handle the workload. They also needed equipment and software that fit the right, competitive price point.

There was also the additional challenge of choosing between Extreme and Cisco Systems. Alpha Technologies was a long-standing Cisco partner and customer and choosing to transition away from Cisco took some evaluation between the two companies and several meetings with Extreme technical staff.

However, upon closer inspection of Extreme's products, Alpha Technologies found that the features offered by Extreme met their needs and operated similarly to the equipment to which they had grown accustomed. Ultimately, Extreme's SLX platform (SLX9640 and SLX9540) offered all the requirements sought. Currently, their core infrastructure is a Cisco-Extreme hybrid with the goal to transition fully to Extreme Networks by the end of 2021.

One of Alpha Technologies' goals is to become one of the premier bandwidth providers of Extreme solutions. Extreme's SLX platform offers the higher speeds and scalability (up to 100 gigabits per second) needed by their customer base.



DEPLOYMENT

The ease of deployment and implementation of Extreme's products created a nearly seamless transition for Alpha Technologies. The products went into service practically out of the box with a minimal learning curve for their team. Since the deployment, Alpha Technologies has been able to scale additional customers and has added additional services to those networks.

Through the deployment, Alpha Technologies was also able to identify some interoperability issues existing with their Cisco and Extreme networks. Extreme support has been responsive and has addressed the issues in a timely manner.

"Coming from a predominantly Cisco background, there was a similarity between Extreme's SLX platform and the experience a lot of the team members had, so the educational learning curve was extremely small as far as adapting between the two platforms. We were able to rather quickly learn and get it into a service position."

Jack Belcher

Chief Technology Officer - Alpha Technologies

RESULTS

Extreme's solutions provided affordability and ease of service and their support was unmatched in comparison to larger companies who offer the same services. Plus, their speeds are comparable to that of larger tech companies.



A COMPETITIVE DIFFERENCE

Alpha Technologies is not only a reseller of Extreme's products but also serves as a trusted advisor to their clients as an Extreme power user themselves. Their engineers have enhanced knowledge of the products from working alongside the equipment daily. Alpha Technologies staff can react quickly and interact with support teams if needed. This unique insight creates a greater level of customer satisfaction and service for the end-user.

"As Extreme Networks continues to push the boundaries of networking technology, we are always delighted to learn about companies such as Alpha Technologies and their choice to deploy our services in their data centers. In addition, not only are they using our products, but designing networks for their customers that include Extreme Networks gear. As a growing and agile company, Alpha Technologies is driven by their mission to provide professional high-quality products and services to their clients through collaborative relationships."

Paul Semak

Sen. VP, Americas Sales & Operations - Extreme Networks



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