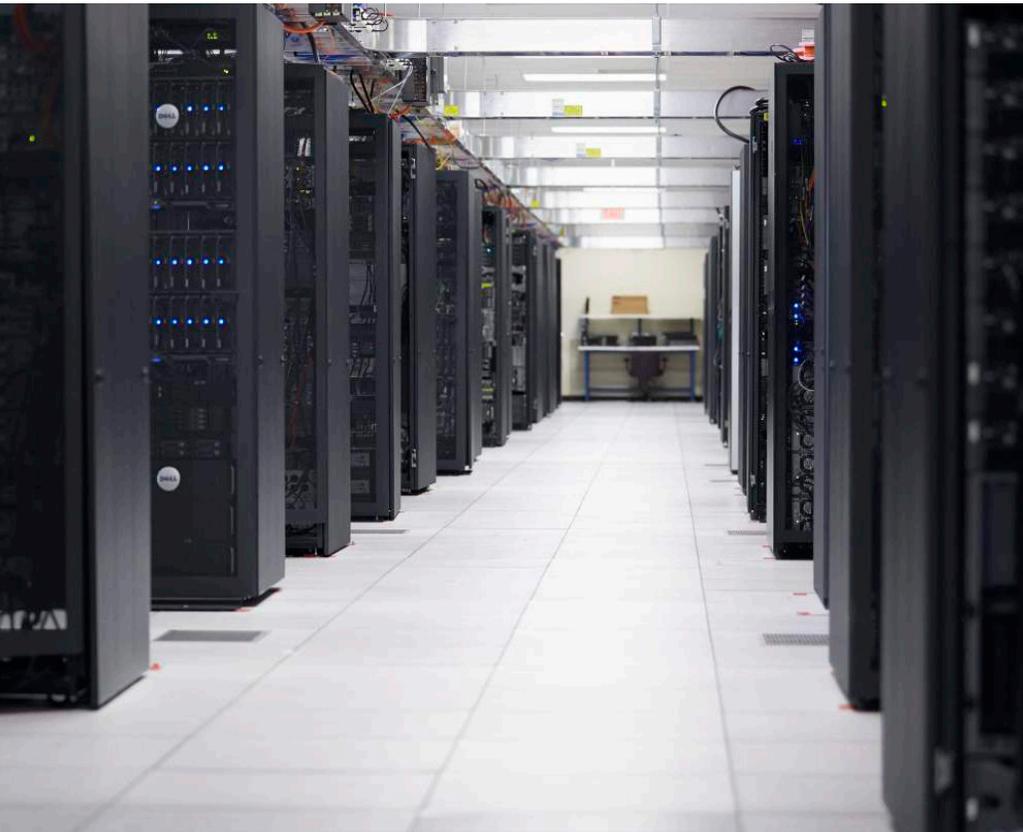




Ensuring success is in your business DNA

Bionivid successfully launches a platform for analyzing next-generation genome sequencing data using an original equipment manufacturer solution that reduces development costs by at least 50 percent



Customer profile



Company	Bionivid Technology
Industry	Biotechnology & Science
Country	India
Website	www.bionivid.com

Business need

Bionivid wanted to empower Lifescience researchers with genome informatics expertise to take the control of their next-generation sequencing (NGS) analysis.

Solution

The company worked with Dell OEM Solutions to develop the Genome Station, a solution based on preoptimized Dell Precision workstations and Dell PowerEdge servers for NGS data analysis.

Benefits

- Reduces cost of station launch by at least 50 percent
- Enables rapid support for customers helping maximize client satisfaction
- Creates foundation for international sales with global partner
- Gains hardware expertise to support continued product development
- Drives growth in India with trusted IT brand

Solutions at a glance

- OEM Solutions
- Servers
- Client Solutions
- Enterprise Support

“We reduced our costs of development by at least 50 percent by working with Dell OEM Solutions and avoided the expense of building hardware platforms ourselves.”

Hitesh Goswami, Co-founder, Bionivid

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*Hitesh Goswami,
Co-founder, Bionivid*

Genomics is one of the most exciting areas of science today as researchers look to sequence the genomes of the world's organisms. In recent years, this area of Lifescience research has seen the emergence of applied computation and genome informatics to analyze the large data sets from the sequencing processes.

Bionivid in India wanted to empower research scientists and develop a simple-to-use genome informatics solution that researchers with limited or no expertise in informatics could use. Co-founder of Bionivid, Hitesh Goswami, says, "Genomics research has scaled new heights with more and more biological science researchers employing next-generation sequencing technology for their genomics research. However, managing these large amounts of data has been a major challenge for the researchers, whose key expertise doesn't lie in informatics."

Customers gain the right platform for their research needs

The company turned to Dell OEM Solutions to co-design and develop its genome informatics solution, the Genome Station. These workstations and servers from Dell are pre-optimized for accelerated analytical processing exclusively for large volume of genomics data. The optimized hardware is supported by Bionivid's proprietary SQ-IT package. SQ-IT is an advanced analytical software package with ameliorated pipelines and guided workflows for NGS data analysis. Based on a simplified user interface, this software package is optimized to sync with processing units for enhanced performance. SQ-IT provides comprehensive and automated

analytical reports for accelerated scientific insights without the use of complex command-line interfaces.

Bionivid was already using Dell PowerEdge servers, Dell Precision workstations and Dell Storage MD1400 internally, and wanted to use the same solutions once more for the station. Comments Goswami, "We designed the Genome Station solution around Dell Precision T7910 workstations and Dell PowerEdge R630 servers with Intel® Xeon® processors. We also gave

Products & Services

Services

Dell OEM Solutions

Dell ProSupport for OEM

Hardware

Dell PowerEdge R630 servers with Intel® Xeon® E5-2600 v4 processors

Dell Precision T7910 workstations with Intel Xeon E5-2600 v4 processors

Dell PowerVault MD1400 direct attach storage

customers the choice of additional storage through the Dell PowerVault MD1400 direct attach storage.”

Drives growth with hardware technology customers trust

In the short time since Bionivid has launched its Genome Station, it has secured a number of orders in India. Customers include the prestigious School of Biotechnology at Jawaharlal Nehru University in New Delhi, as well as institutes belonging to the Indian Council of Agricultural Research. Says Goswami, “We are developing a strong partnership with Dell OEM Solutions, which is helping us drive growth among India’s leading biological researchers. Over time, we see our Genome Station serving a global market.”

Researchers concentrate on driving biological breakthroughs

As a result of the Genome Station, researchers are taking control of their data, delivering their findings faster and more effectively. The Dell OEM platform is preoptimized to the customer’s specifications. Goswami says, “Researchers focus on their investigations because the Genome

Station is optimized for their specific needs. They no longer need to depend on third-party organizations to do the work, which slowed the researchers down.”

Reduces cost of station launch by at least 50 percent

Goswami has no doubts that working with Dell OEM Solutions has helped Bionivid save significant resources. He says, “We reduced our costs of development by at least 50 percent by working with Dell OEM Solutions and avoided the expense of building hardware platforms ourselves.” What’s also clear to Goswami is that Dell OEM Solutions has helped Bionivid gain an advantage over competitors. “We’ve been able to seize the right opportunity at the right time with Dell OEM Solutions,” he adds.

Gains hardware expertise to support product development

For an ambitious company such as Bionivid, it can develop products and services knowing Dell OEM Solutions offers a range of platforms to meet its every requirement. “It’s great working with an OEM partner that understands

our business and can add value proposing new solutions to help with product development,” comments Goswami.

Creates foundation for international sales in the future with global partner

Product development will also run alongside expansion into new markets, an objective that Dell OEM Solutions can also support. “We are an ambitious company and we chose Dell OEM Solutions knowing it has global capabilities. Our customers will receive an excellent level of service worldwide with Dell OEM,” says Goswami.

Enables rapid support for customers helping maximize client satisfaction

Bionivid is confident it can deliver a great level of service worldwide with Dell ProSupport for OEM. In the event of an issue with the Dell platform, resolution will be handled by the ProSupport team. Comments Goswami, “From our experience, we know we can trust Dell ProSupport and we are certain our customers will receive a responsive level of assistance.”

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