



*Trilogy Solutions (left to right): Brian Roth, regional sales manager; Burhan Halilov, senior consultant; Mark Darlington, chief operating officer; Jeff Liebenthal, president and chief executive officer.*

## A Reputation for Consolidation

**Profile:** Value-Added Reseller  
**Headquarters:** Cranbury, NJ  
**Specialties:** IT consulting services, including server consolidation, data replication and applications migration—based on Hewlett-Packard solutions



**Avnet Enhancements**

- > Consolidation Impact Analysis Service
- > Financial Services
- > Business Development

**Results:** Avnet helped the company quickly establish itself as a leading HP reseller.

Just shortly after its first anniversary, Trilogy Solutions, LLC, achieved something many companies take years to accomplish. Actually, it was a trio of accomplishments, all with Hewlett-Packard. First, the team attained Gold-level status in HP's PartnerONE program; then came two levels of Elite status—one for HP enterprise storage solutions, the other for business-critical servers.

All told, in Trilogy Solutions' initial fiscal year ending June 30, 2005, "We secured transactions for HP solutions worth around \$9 million," reported Jeff Liebenthal, president and CEO of the Cranbury, New Jersey-based company.

These revenues, accrued over such a short timeframe, indicate this team understands both HP technology and what it takes to create a superior customer experience.

### 'NO VENDOR HAS EVER ASKED US THAT QUESTION'

Consider, for example, the experience of an East Coast logistics company that supplies parts to major technology manufacturers. "Because it has service-level agreements with these manufacturers, it has to have a good

handle on which parts are in various warehouses for each particular customer," said Mark Darlington, Trilogy's chief operating officer. "This makes the company's IT systems extremely important."

The big question was: could the company continue to operate efficiently with its current IT environment—one comprising 35 older Dell servers running various Windows\*-based applications? Its existing vendor recommended that it purchase new servers and consolidate. For a second point of view, the logistics company asked Trilogy to propose an HP solution. But before proceeding, Trilogy had some questions of its own. "We asked if the company could give us its current utilization numbers for CPU, memory, I/O, disks and other components," Darlington explained. "They said, 'No vendor has ever asked us that question.'"

Trilogy stressed that consolidation, no matter whose equipment was involved, simply wasn't advisable without a baseline analysis. Without further prompting, the prospective customer agreed, with one stipulation: the study had to be completed within three weeks.

### ANSWERS FROM AVNET'S CIA SERVICE

To meet the deadline, Trilogy took advantage of the Consolidation Impact Analysis (CIA) service offered by Avnet Partner Solutions. Essentially, CIA helps customers answer the critical question, "Should I buy?" Using a special data collection tool in conjunction with total cost of ownership (TCO) analysis, the CIA report details the impact of a consolidation, from both a technical and financial perspective, to help a customer determine whether the cost of replacing an existing solution can be justified. An Avnet team joined Trilogy at the customer's site in New York City to install the data collection tool. Moreover, Darlington pointed out, "Avnet helped secure funds for the study."

What, exactly, were the findings? Using a combination of HP ProLiant DL380 and DL580 servers—approximately 30 in total—"the customer would gain a net savings of \$72,000 over a three-year period," Darlington reported. "All the competitive vendor could provide was a quote for some new servers, not this detailed TCO analysis."

Darlington added that the value of HP was further reinforced when the customer learned about the tools HP bundles with its ProLiant servers—at no extra cost. One particular tool, HP's iLO, short for Integrated Lights Out, allows an administrator to tend to a particular server "from

### In Good Company

Trilogy Solutions is a division of Trilogy Systems, which also owns Trilogy Leasing—one of the largest technology leasing companies in the United States, with billings of more than \$50 million. In concert with its sister division, Trilogy Solutions offers a wide range of services above and beyond the procurement of IT products, including the disposition of old equipment and lease financing. In its fifth full year of operations, Trilogy Leasing was named to the Monitor 100 Report listing the largest leasing companies in the United States.

possibly thousands of miles away," Darlington noted. "You can power the server up, power it off, load software on it and actually see the console from any location. You could be sitting on a beach in the Bahamas."

The customer was so pleased with Trilogy's service and initial HP server implementation that it turned to the same team for a disaster-recovery solution. Trilogy's proposal: identical HP-UX™ rp4440 servers, along with two HP StorageWorks™ Enterprise Virtual Array 4000 systems, at two locations. The solution also included the necessary communications equipment to replicate the data, plus complete consulting services—from implementation to training.

### FORGING A PARTNERSHIP—AND A NEW BUSINESS

Chris Satterly, Avnet account development manager, offered this assessment of Trilogy's standard of performance: "Trilogy's product knowledge, coupled with its HP brand allegiance, sets the standard for HP's expectation of its partners."

Trilogy didn't acquire all this HP expertise in a year's time. "We had a little bit of a head start," Darlington noted. "The team we put together had been in the HP channel for a number of years. So even though we were a new company, we had an aggregate of about 30 years' experience working with HP."

Avnet helped Trilogy leverage this experience "before we even commenced operations," Liebenthal explained. "Avnet worked with us on developing a business plan that was consistent with HP's goals. Avnet was instrumental in our becoming an HP partner." ☞

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