



Go direct to the source.

CIOs are hired to manage infrastructure, not purchase it. One reason, perhaps, why more of them are turning to single-source procurement.

In today's enterprise organizations, there are frequently a large number of different software applications running on many different platforms, and operating on a wide range of hardware devices, all supported by a small army of file, email and storage servers. CIOs face enough of a challenge maintaining the day-to-day operation of such an infrastructure without the added burden and cost of sourcing components, dealing with vendors, and tracking acquisitions.

Hence the reason **xwave** has reinforced and rounded out its technology offering—with significant results. In the first half of 2005, the firm increased its fulfillment business by 22 percent. The industry average for the same time period was three percent. Paul Khawaja, Managing Director of Fulfillment Services, attributes much of this success to capabilities that help CIOs reduce costs associated with product acquisition as well as server, data, and storage optimization.

"Procurement is typically not a core competency for CIOs," says Khawaja. "Sourcing, purchasing, patching—it all adds up considerably in managing daily IT operations. This is why more CIOs are working with firms like ours to drive down the cost of procuring product and optimizing technology—at the same time gaining a tremendous advantage in terms of freeing up time and resources, and having an IT-fulfillment partner who can help develop a long-range acquisition strategy that supports broader business goals."

As a channel partner, **xwave** offers access to more than 200 vendors with key strategic alliances, including HP, IBM, Lenovo, Microsoft, and Sun. The firm sold more than \$150 million worth of hardware and packaged software in 2004 alone. Supporting this

buying power is a distribution network encompassing Avnet Partner Solutions, Ingram Micro, Moca, SCC, Synnex and Tech Data Canada. With SCC, as an example, **xwave** can offer Canadian access to global partnerships. **xwave** supports all work and warranties to meet ISO standards.

Beyond these industry alliances, there are, in addition, areas of expertise in which the organization has carved a substantial market niche.

One such area is eProcurement, which enables clients to purchase products online through a secure website. Beyond the more obvious benefits such as easing and simplifying the purchase of hardware and software, eProcurement also provides a built-in product-tracking mechanism, with purchase data recorded at all pertinent points in the supply-chain process. Among **xwave's** clients who have adopted eProcurement: New Brunswick Power and McCain Foods.

NB Power has been a client since 1993. As an energy provider, it delivers an essential service and so relies heavily on its information systems. A longtime user of **xwave's** end-to-end services—from infrastructure management to helpdesk support—NB Power began using eProcurement about three years ago. While some companies may opt to use the service on a limited basis—choosing offline purchasing methods to buy bigger-ticket items—NB Power now uses it for almost all its IT-fulfillment needs.

McCain Foods, an **xwave** client for five years, also uses its eProcurement service as part of an overall emphasis on automating supply-chain processes and, to that end, connecting suppliers with its own enterprise resource planning (ERP) system. While McCain purchases different technology services from various providers—the company has 55 worldwide production facilities and 20,000 employees—**xwave** is one of its predominant IT suppliers.

Software—license-management; imaging—constitutes another specialty

area within fulfillment. License-management, particularly at the enterprise level, is a task that—given its growing magnitude—many organizations are relieved to off-load. **xwave** will negotiate enterprise level agreements (ELAs) on a client's behalf, as well as look after all ongoing procurement.

Software imaging also significantly eases an organization's IT burden: Through the service, all client-specified applications are installed on purchased hardware, rendering products ready to plug and play when they reach their destination.

Toronto-based Direct Energy is one **xwave** client, for example, that receives its desktops, notebooks, servers, printers and accessories with all necessary software installed, and all equipment bearing assigned asset ID tags.

For companies such as Research In Motion, also a client for several years, **xwave** fulfills both hardware and software needs. Robert Bates of IT Operations at RIM says **xwave** adds considerable value to the products it supports through both extensive product knowledge and solid customer service.

"xwave gives us a level of service that other providers don't," he says simply, adding that it's consistent regardless of the size of project.

"They give us what we need when we need it, with the same level of service whether we're overhauling our SAP hardware or simply adding a media server to our backup farm."

— Robert Bates, IT Operations, RIM


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