

Nominee: Krome Technologies

Nomination title: Krome Technologies demos Dell DSM tool

How long has this organisation been involved in the IT services and solutions market in EMEA?

Started in 2009, Krome Technologies is a specialist technology consultancy that helps its clients achieve their business goals with the application of pertinent technology solutions. Krome is a Dell Premier Partner, one of the highest levels of Dell partner statuses available. Krome works across both the public and private sector, from SME to large enterprise companies; assessing business objectives and implementing technology solutions that will help achieve them. Krome currently employ over 65 full time members of staff, with over 50% of the overall workforce being technical consultants.

Krome has high customer satisfaction with 99% of clients surveyed saying they would recommend Krome to others, and 54% already having done so.

Are there any key projects delivered in the last year that demonstrate this candidate's suitability for the award?

Following the release of Dell's new Data Storage Manager (DSM) tool in May, Krome was the first Dell partner globally to fully configure and deliver a live end user demonstration of the product working across both the Dell PS and SC platforms. To date, Krome has run two dedicated end user workshops (the first of their kind globally) using its own Dell demo equipment (PS4100, SC4020 and Dell Networking) to build a cross platform replicated environment, using DSM to promote PS Series to SC Series live to an audience of prospective end users. The equipment was fully configured at the Krome headquarters by its in house technical team, it was then dismantled and shipped to both events that took place in London in June and July 2016, the live demo was delivered by Krome's Technical Director Rupert Mills. The first event was run just weeks after the official release of DSM and was widely praised internally at Dell for the speed of execution, independent technical ability and strong partner commitment.

In recognition of its expertise around the Dell Storage portfolio, Krome is proud to have been selected by Dell as one of its top 100 stand-out partners in the area of Dell Storage. This initiative taken by Krome represents its unrivalled Dell partner expertise and the agility of its business.

What key vendor and industry accreditations does the nominee hold?

Krome is accredited across Dell's entire technology portfolio and holds premier specialisations in Dell's Server, Storage, Networking, Data Protection, Client and Security solutions. Krome also holds the VMware Enterprise Solutions Certification, Microsoft Gold Partner, HP Gold Partner, Citrix Silver Solutions Advisor amongst others.

What endorsements does that nominee have from their customers and/or their technology partners?

“This is exactly what we want from our value partners, taking the initiative, building pipeline and being a viable option for our segment teams to accelerate transition to single SC-Series stack.” – Paul Harrison, director, Storage, Dell UK

“Krome’s initiative in this space makes it a fantastic partner to work with. Time and time again we are approached by the team with new ideas and ways of working with customers and that’s what we want to see in our partners. What Krome has done here is to protect the investment its customers have made in Dell technology by demonstrating the full range of integrated management we have put in place. This is extending the useable life of customers’ products and is making it easier for them to use. For me this is why customers trust Krome and continue to work with them.” – Andy Corcoran, director, Sales, Channel, Dell UK

“The event was useful for showing us the direction that Dell Storage is taking.” – Event attendee

“It was great to get an insight into storage generally as traditionally we would only look at storage if we were looking to replace a unit.” – Event attendee

“Krome is a next generation supplier at the forefront of technology and a pleasure to work with.” - Customer Feedback from Satisfaction Survey

“Krome has proved to be a valuable resource. All areas of its operations have been fast, efficient and professional; most importantly, their technical knowhow and ability has been outstanding. I would not hesitate to recommend Krome’s services, particularly in the areas of SAN and virtualisation.” - Customer Feedback from Satisfaction Survey

“Krome really is second to none. When I need help, nothing is ever too much trouble, when I need advice they take time to explore my requirements and don't just think about their margin. The team consistently go far beyond the call of duty to ensure I'm happy. In short, I wouldn't be half as amazing as my users think I am without having Krome to back me up.” – Customer Feedback from Satisfaction Survey

Please highlight any particular aspects of customer services delivered as part of the program(s).

Since the first event in June, Krome has since started to build the very first DSM end user solution with replication between PS Series and SC Series Storage for a London based supply chain management group, who attended the June event. The customer was previously using a Dell PS Series based platform, Krome have now deployed a new SC series to their primary site and are currently repurposing their legacy PS equipment to the customer’s nominated Disaster Recovery (DR) site. Through the use of DSM and Krome’s expertise with both platforms the customer can now move its PS Series to become its DR platform – something that was impossible before. The customer has now maximised its investment in Dell at no extra cost as DSM is a free tool.

Why nominee should win

- **Krome was the first partner globally to create a dedicated end user event to demonstrate Dell's new Data Storage Manager (DSM) tool. DSM is a new unified user interface tool allowing management across both Dell EqualLogic PS and Compellent SC platforms.**
- **Using its own Dell demo equipment, and in house technical resource Krome set up two successful events in the UK demonstrating Dell's Storage Series to prospective end users weeks after Dell released the tool.**
- **Krome has already started to build the first DSM end user solution for a London based supply chain management group – the first of its kind.**