

Computer Services

Leading the journey to cost savings and growth

Grupo OMX

Helping a client cut monthly costs by 300% and unlock fresh opportunities for innovation with Mexico's first-ever Lenovo TruScale deployment.

Lenovo
TruScale

Infrastructure as a Service



Lenovo

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Who is Grupo OMX?

Grupo OMX is an IT services and solutions group made up of eight companies and a subsidiary in Houston, Texas. The group operates through eight key verticals, serving clients in Mexico, Central America, the Caribbean, and the United States.

For Grupo OMX, business has always revolved around offering cutting-edge technology solutions, delivered by an expert team, with the aim of helping clients to strengthen efficiency, cut costs, and drive innovation.



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The Challenge

Grupo OMX has built long-standing relationships with its customers, some stretching back more than 18 years. Recently, one such long-term customer engaged Group OMX for what began as a typical hardware delivery project: the aim was to modernize the IT infrastructure supporting a large passenger transport client in Mexico, before expanding the system to cover the rest of its client base.

However, after closely evaluating the company's existing environment and requirements, Grupo OMX

“This customer had always purchased its data center hardware outright, and came to us looking to continue down that same path. But we quickly saw that deploying such a large hardware landscape would require massive up-front costs, not to mention considerable ongoing effort to keep growing the environment in line with end-client needs.”

Alberto Caballero Valdés

General Manager, Grupo OMX

Grupo OMX crunched the numbers and showed its customer that they stood to make substantial savings—in the realm of tens of thousands of dollars a month—by opting for a different kind of solution: Lenovo TruScale.



“Together with Lenovo, we were able to come to this customer with a very compelling offer: access to top-of-the-line hardware combined with a flexible pay-as-you-go commercial model. It allowed them to generate substantial savings against what was previously a very large sunk cost.”

Alberto Caballero Valdés

General Manager, Grupo OMX

Why **Lenovo**?

The company was convinced, and gave Grupo OMX the green light to move ahead with the first-ever Lenovo TruScale Infrastructure-as-a-Service deployment in Mexico. With the Lenovo solution, the company can deploy industry-leading servers, storage, and networking hardware on premises at its data center, without the need for upfront capital expenditure. The company only pays for the infrastructure resources it actually uses.

“We recommended Lenovo TruScale because it is a great way to overcome the challenges presented by operating a large, traditional physical infrastructure. Our customer can avoid long procurement and deployment timelines, risk of hardware obsolescence, and low performance, as well as the need for large upfront investment. At the same time, we can recommend changes and add new hardware as needed, and our customer pays only for what they use. Lenovo TruScale is an excellent pay-as-you-go data center solution.”





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“Lenovo TruScale is proof that less is more. You don’t need to have a very large and fixed solution that you pay a lot for up front. Instead, you get a highly scalable platform, where you pay for what you need.”

Alberto Caballero Valdés
General Manager, Grupo OMX

Getting on board with a new data center model

Grupo OMX broke new ground with this customer, leading a massive migration to a first-of-its-kind infrastructure-as-a-service (IaaS) platform. Such a pioneering project wasn't without its teething problems, but the joint team was able to mobilize the right resources to deliver first-time right.

Caballero Valdés recalls: "From our side, we assigned a group of engineers with decades of experience, who worked hand-in-hand with a team from Lenovo. Together, we carried out an extremely successful project. There were some bumps along the way, but we worked closely with Lenovo to get everything sorted. We carried out the migration in parallel phases in order to avoid any risk, and brought the project across the line in about three months."

Services

- Lenovo TruScale Infrastructure-as-a-Service (Discover, Design, Implement, Support, Optimize)
- Lenovo TruScale Dedicated Customer Success Manager
- Lenovo TruScale Continuous Monitoring, Health Checks and Updates
- Lenovo Warranty Upgrade

Hardware

- Lenovo ThinkSystem SR850 V2
- Lenovo ThinkSystem SR650
- Lenovo ThinkSystem SR530
- Lenovo ThinkSystem DE Series Storage
- Lenovo ThinkSystem DB620 Fibre Channel SAN Switches
- Lenovo TruScale Management Console

Software

- VMware vSphere
- IBM Db2

The outcome of that hard work is a state-of-the-art solution based on Lenovo TruScale Infrastructure-as-a-Service, which includes deployment and implementation services, a dedicated customer success manager, and pay-as-you-go model. The customer currently runs many client workloads on the platform, including IBM Db2, SAP, ticketing, and vehicle maintenance systems. The entire infrastructure is monitored and managed remotely by Grupo OMX, working in conjunction with Lenovo.



“We received very strong support from Lenovo on every level, from their leadership all the way through to sales and project delivery. It’s a great benefit to be backed by a team as dedicated as this. We are incredibly proud to be part of the first Lenovo TruScale deployment in Mexico, and we look forward to leading many more successful IaaS projects with Lenovo.”

Alberto Caballero Valdés

General Manager, Grupo OMX

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Results

With Lenovo TruScale IaaS, Grupo OMX has helped its customer to reimagine its approach to infrastructure procurement, deployment, and management. The company has shifted away from a CAPEX-based approach of purchasing costly new hardware upfront, and can now scale server and storage capacity on demand, as client needs dictate. The nimble OPEX-based approach has helped to reduce monthly expenses by around 300%.

- ✓ Up to 300% reduction in monthly expenses by embracing a pay-as-you-go OPEX model
- ✓ Up to 30% faster database transaction times
- ✓ Up to 99.95% data availability for mission-critical client systems
- ✓ Fully managed service frees the company to focus on innovation and client service

The company's clients are also seeing the benefits of the Lenovo solution. The company no longer proposes contracts with upfront fees, instead offering flexible monthly billing that allows clients to manage their finances more efficiently. At the same time, clients enjoy improved performance and availability: since introducing Lenovo TruScale, the customer has reduced database transaction times by 30% and achieved 99.95% data availability for critical client systems.

Equally importantly, Grupo OMX's customer has been able to redirect the cost savings it's unlocked with Lenovo TruScale to support other key areas of its operations, freeing up valuable capital for investment in human resources, client service, and innovation. This is empowering the company to fine-tune its services and bring new offerings to the market, strengthening its value proposition and winning new business.



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“Our decision to partner with Lenovo comes down to two main reasons. One is the performance and innovation that their solutions generate for the market. Two is that Lenovo accompanies us shoulder to shoulder whenever and wherever we need it. We’d be hard-pressed to find a better technology partner.”

Alberto Caballero Valdés
General Manager, Grupo OMX

How Do You Meet Changing Customer Demands?

Boosting agility with Lenovo TruScale.

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