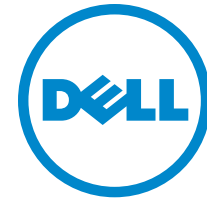


LogRhythm delivers high-performance log management and SIEM appliances and accommodates more than 100 percent yearly growth with **Dell OEM Solutions**



• OEM



“We gained the flexibility to create several distinct products on a common hardware platform by working with Dell OEM Solutions and tapping into the broad Dell product portfolio.”

Aaron Bell,
Director, IT Operations
LogRhythm

Customer profile

Company:	LogRhythm
Industry:	Technology
Country:	United States
Employees:	120
Website:	www.logrhythm.com

Business need

To introduce an appliance-based log management and security information and event management (SIEM) solution, LogRhythm needed an OEM partner with a broad product portfolio, scalable services, and global support capabilities.

Solution

LogRhythm works with [Dell OEM Solutions](#) to supply [Dell™ PowerEdge™ servers](#) and [Dell PowerVault™ storage](#) for turnkey appliances. LogRhythm created multiple products that carry the company's custom branding and integrated Dell into its global support infrastructure.



Benefits

- Developed reliable, high-performance log management and SIEM appliances by partnering with Dell OEM Solutions
- Implemented custom branding using Dell OEM Ready capabilities
- Reduced delivery time from three weeks to one with Dell delivery on demand services
- Expanded into new global markets and minimized customer downtime with global Dell Support
- Accommodated more than 100 percent yearly growth with scalable OEM services

From small businesses to large corporations, organizations of all sizes need effective ways to track how their networks are being accessed—and by whom. To help organizations ensure regulatory compliance, tighten network security, and optimize IT performance, [LogRhythm](#) offers integrated solutions for log management, log analysis, and event management. While competing solutions focus only on unique network events, LogRhythm products capture and analyze a full range of information so companies can build a complete picture of network activity.

“We can reliably expand to new geographic regions and deliver outstanding comprehensive support to our worldwide customers thanks to the global reach of Dell Support.”

*Chris Petersen,
Co-Founder and
Chief Technology Officer,
LogRhythm*

In 2004, the company decided to integrate LogRhythm software into a turnkey appliance. “Initially, customers ran our software on a wide variety of hardware platforms,” says Chris Petersen, LogRhythm’s co-founder and chief technology officer. “We saw an opportunity to simplify deployment, deliver predictable performance, and ensure smooth operation of products by offering an appliance-based solution. Customers gain a robust and reliable solution that is easy to manage, and LogRhythm can reduce the costs of supporting its software in many distinct environments.”

LogRhythm needed to find a hardware partner that could accommodate the company’s anticipated international expansion. “First and foremost, we wanted to work with a global vendor,” says Petersen. “We were a small company at the time, and we sought a partner to become our field support arm in all the countries where we planned to do business. In addition, any partner would have to handle all the product certifications required for international distribution.”

The ideal OEM partner also needed to support production of multiple, LogRhythm-branded appliances. “We wanted a broad product range so we could offer appliances with different capacities to meet a variety of customer needs,” says Petersen. “And it was essential to have hardware we could easily brand as our own.”

Partnering with Dell OEM Solutions

After evaluating several Tier 1 hardware vendors, LogRhythm decided to work with [Dell OEM Solutions](#). “Other

hardware vendors did not seem prepared to offer the [OEM services](#) on the scale we required,” says Petersen. “We gained the broad product range and global reach we needed by choosing Dell OEM Solutions. It was also clear that Dell OEM Solutions was prepared to scale production quickly and easily to match growing demand.”

Today, LogRhythm uses [Dell PowerEdge R610 and R710 servers](#) with the Intel® Xeon® processor 5600 series as the foundation for its LRX and AIE Series turnkey appliances. [The LogRhythm LRX1 appliance](#), which uses a PowerEdge R610 server, offers a compact, integrated solution for smaller customers. The AIE1 and AIE2 Advanced Intelligence Engine appliances, which also use PowerEdge R610 servers, provide advanced correlation and pattern recognition for any sized environment.

Technology at work

Services

[Dell Support](#)

Hardware

[Dell™ PowerEdge™ R610 and R710 servers](#) with the Intel® Xeon® processor 5600 series

[Dell PowerVault™ MD1220 direct attach storage array](#)

Software

[Microsoft® Windows®](#)

[Microsoft SQL Server®](#)

LogRhythm software



The LRX2 appliance uses the PowerEdge R710 server to provide greater memory and storage capacity for medium-sized customers. In addition, the company's LRX3 model, which combines a PowerEdge R610 server and a [Dell PowerVault MD1220 direct attach storage array](#) in a single solution, offers the performance, throughput, memory capacity, and storage capacity for larger enterprise deployments. All servers run LogRhythm software and [Microsoft® SQL Server®](#) software on the [Microsoft Windows® operating system](#).

"We gained the flexibility to create several distinct products on a common hardware platform by working with Dell OEM Solutions and tapping into the broad Dell product portfolio," says Aaron Bell, director of IT operations at LogRhythm. "Now we can help customers select the appropriate appliance based on the number of logs they need to manage and the complexity of rules they will apply for log analysis. As log requirements change, our customers can scale up to a larger appliance or simply add more appliances to accommodate growth. Using a limited number of platforms for our appliances makes supporting our customers easier, and it simplifies our product development."

The Intel Xeon processors help provide the performance and memory capacity needed in a compact form factor. "We always attempt to deliver the greatest performance in the smallest footprint," says Bell. "We can facilitate rapid data collection and analysis while also providing plenty of headroom for growth,

all in a compact appliance with the Intel Xeon processor-based servers."

Simplifying custom branding with Dell OEM Ready servers

Dell supplies LogRhythm with [Dell OEM Ready](#) servers, which include blank bezels, so LogRhythm can easily affix its own customized logo. "We wanted to be sure that these products were strongly branded as LogRhythm appliances," says Petersen. "We can achieve customized branding simply and quickly, without delaying production, by using Dell OEM Ready servers. Our brand is prominently displayed, but if customers learn that the appliances are built on Dell servers, they gain the additional confidence that they are using robust and reliable hardware from a respected manufacturer."

Achieving seamless life cycle management

Over the six years since first collaborating with Dell OEM Solutions, LogRhythm has progressed seamlessly from one generation of Dell server to the next. "We have regular road map briefings with the Dell team and receive advanced notice at least six months before upcoming changes," says Bell. "We always know what is on the horizon so we can prepare our software and our product offerings to take advantage of the latest technology."

Keeping appliances running worldwide with Dell Support

LogRhythm strives to ensure outstanding system availability so its customers can achieve regulatory compliance and maintain network security.

Though hardware failures are rare, the LogRhythm team depends on Dell Support to help minimize any downtime. "We have been able to resolve hardware and infrastructure problems promptly by integrating Dell Support into our global support infrastructure," says Bell. "We have had very few hardware issues, but if a problem does occur, Dell will either ship a part to the customer or send out a technician to the customer site."

By working with Dell, LogRhythm can provide local support in all of the regions where it does business. "We could not have grown as quickly in so many global regions without assistance," says Petersen. "We can reliably expand to

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Accommodating global customer growth with scalable services

Rising customer demand and expansion into new geographic markets has helped LogRhythm achieve impressive compound annual growth of more than 100 percent over the past six years. Fortunately, LogRhythm has been able to scale production of its appliances to meet demand.

LogRhythm has scaled its business and product offerings without compromising quality. “When your goal is growth, you can’t afford to worry about the quality of the hardware or spend excessive time and money dealing with support issues,” says Petersen. “We have consistently delivered high-quality appliances backed by solid support as a result of our partnership with Dell OEM Solutions.”

Expanding into new geographic regions can entail time-consuming work to ensure regulatory compliance, but LogRhythm has been able to avoid that potential drain on internal resources. “We can ship our products around the world without the burden of dealing with regulatory certifications—Dell OEM Solutions handles all of that for us,” says Petersen.

Reducing shipment times by two weeks with Dell delivery on demand

Although swings in customer demand are less dramatic than when LogRhythm launched its appliances, the volume of customer orders still can fluctuate from month to month. LogRhythm uses Dell delivery on demand services

to ensure the company can meet changing demand and keep delivery times to a minimum. “We keep a supply of preconfigured, prebuilt systems in an off-site warehouse, so we always have sufficient inventory to meet orders quickly,” says Bell. “In the past, it might have taken up to three weeks to acquire and build a system. Today we can deliver systems within five to eight business days by using Dell delivery on demand.”

Remaining focused and staying competitive

By avoiding hardware configuration and testing tasks, the LogRhythm team can keep in-house personnel focused on their core competencies. “With a white-box solution, you might have to assemble all of the components and test them thoroughly. And those tasks would pull internal resources away from developing innovative products,” says Bell. “We can let our people concentrate on LogRhythm software by working with Dell OEM Solutions.”

As a result, LogRhythm can design products that precisely meet customer requirements. “We are delivering easy-to-deploy, easy-to-use, cost-effective, and scalable solutions for log management and SIEM,” says Petersen. “We can stay focused on the features and capabilities that give our company a competitive edge because of our partnership with Dell.”

Preparing for future growth

As demand for the appliances continues to grow, the LogRhythm team anticipates deepening its relationship with Dell OEM Solutions and capitalizing on additional OEM services. “We are looking into ways to hand off software installation to Dell

in the future,” says Bell. “We also hope to ship appliances directly to our customers from Dell global distribution points. Using Dell OEM for fulfillment will be a critical piece of scaling our production further in the coming years.”

The LogRhythm team acknowledges the key role that Dell OEM Solutions has played in the appliance’s success. “Of all the vendors we considered, only Dell understood our goals, shared our vision, and offered the services we need,” says Petersen. “We were able to produce a turnkey log management and SIEM solution that makes it easy for organizations to address their regulatory, security, and optimization needs. And we have been able to scale up to meet growing global demand, through this strong partnership with Dell.”



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