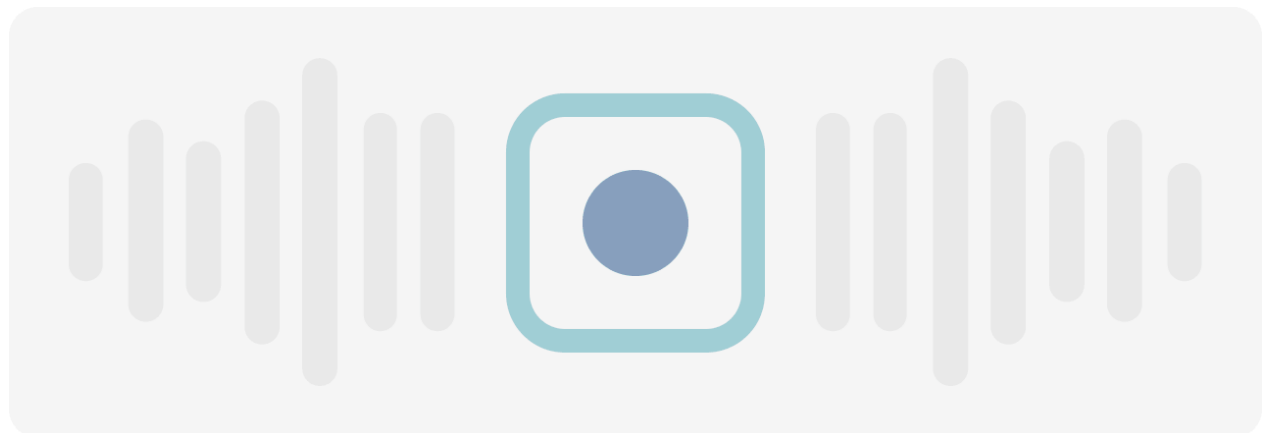


Company news | 2 minutes reading

# HPE OEM program helps OmniPlayer to scale internationally

 By M&I | 18th June 2022



Through the HPE OEM program, **OmniPlayer accelerates delivery of playout, logging, and monitoring solutions for radio broadcasters**, leveraging preconfigured HPE ProLiant Gen10 servers, HPE MSA storage, and HPE switches. As an HPE OEM partner, OmniPlayer also gains the global presence of HPE to service customers and scale its business worldwide.

If there is one thing a radio broadcaster cannot tolerate, it is “dead air”. That dreaded silence when an audio signal is interrupted. That is why the **Dutch developer of market-leading radio automation software chooses HPE infrastructure**.

Harold de Groot, Chief Executive Officer of [OmniPlayer](#), explains, “The hardware we choose must be reliable and stable. Otherwise it could make our software look bad and damage our brand. HPE is a perfect partner for us. Our experience with HPE products is they provide high performance and high

## HPE OEM program helps OmniPlayer to scale internationally

availability. That is very important because our customers must deliver their programming 24 hours a day, 365 days a year.”

He adds, “As an OEM partner, we get a lot of special attention from HPE. They share knowledge about new hardware and guidance on what products to choose. We have price stability, longer warranties, and global support. That gives us confidence when selling to customers, especially as we expand into Europe.”



## HPE OEM partnership key to business expansion

The efficiency of working with the HPE OEM program will become even more important as OmniPlayer expands its business across Europe. “We are starting to do business in France, Belgium, Switzerland, Italy, Spain, and elsewhere. We need a partner like HPE, with a presence in all those countries and a complete set of infrastructure hardware we can get from one vendor. That simplifies our supply chain and allows us to focus on our core business.”

Through the HPE OEM program, OmniPlayer takes advantage of HPE Pointnext Services to provide local operational support for its customers. For example, with HPE Foundation Care, if there is ever a hardware-related problem, an HPE engineer is on-site within four hours.