

## Case study

# Momentum Microsystems, Inc.

**HP Workstations help deliver customized, trusted, global medical OEM solutions**



### Industry

Life Sciences

### Objective

Engage with proven workstation partner to deliver targeted, complex computing solutions to medical OEMs

### Approach

Design and support specialized, proven integrated solutions for medical device manufacturers

### IT matters

- Broad portfolio and component-level flexibility enable tailored solutions
- Global service and support offer OEMs confidence to ship globally

### Business matters

- Long-term relationship and business-needs understanding help address customer pain points
- HP computing expertise, predictable configurations and global presence meet medical OEM demands



**“HP Workstations offer our customers the computing power and expertise with stable consistent hardware and software configurations that medical OEMs demand.”**

– Amal Maher, vice president of sales & marketing, Momentum Microsystems, Inc.



Since its founding in 1991, Momentum Microsystems Inc. has been a leading provider of integrated turn-key computing solutions for the Life Sciences and Biotech Industries. They work closely with their customers, applying their expertise in systems integration and network systems engineering to help deploy complex software and hardware solutions. Momentum Microsystems customizes the build and integration of high-end workstations, notebooks, servers, and customer software solutions, and ships “complete” bundles to end customers worldwide. HP Workstations enable Momentum to provide its customers with a high degree of confidence in developing medical devices.

## HP recommends Windows.

As a HP OEM distribution partner for more than 10 years, Momentum Microsystems provides exceptional customer satisfaction to medical device manufacturers (MDMs) through quality products and services, time sensitive service level agreements, and customer focused continuous improvement. Momentum is a trusted advisor for its customers and relies on HP Workstations to deliver tested and validated solutions to those customers. As Amal Maher, vice president of sales & marketing, says, “We help our customers ship revenue. As soon as the OEM puts their sticker on the device, it carries a premium; HP is a proven partner to help us to deliver on that premium.”

### Understanding the customer

Modern medical devices blend complex instrumentation technology with up-to-date computing systems. The computer’s role can range from recording and analyzing data from the instrument to providing the user interface that controls and manages the instrument’s operations. But many MDMs don’t possess a lot of computer system knowledge—and just as importantly, they don’t want to waste time and resources developing expertise in PC selection, qualification, support and integration. Momentum Microsystems lets MDMs focus on their medical (IP) solutions, because Momentum takes care of specifying and selecting the right computing solutions—which typically includes HP Workstations.

**“As an OEM Distribution Partner and OEM Integrator, Momentum has a very strong understanding of customer pain points, which enables us to develop unmatched solutions for OEMs. Partnering with HP gives us predictable quality, longevity, and visibility to support our joint customers.”**

— Amal Maher, vice president of sales & marketing, Momentum Microsystems, Inc.

MDMs prefer to use the same computer system for as long as they build the associated device. This provides the maximum time

before product obsolescence, allows product consistency and minimizes the need for additional testing and managing multiple sets of spare parts. Momentum can help MDMs take advantage of “stability of configuration” guarantees offered by HP. Maher says that HP Workstations offer two important considerations for medical OEMs: “powerful, reliable computing power and stable, predictable hardware configurations.”

Edwiges M. Demello, chief technical officer, adds: “When we come in with HP, the OEM knows they are in very good hands. The configurations are tested and validated, so the level of confidence is quite high.”

### HP Workstations: flexibility, performance, value

Momentum has invested for over a decade in building a relationship with HP, a leader in the Workstation industry whose products set the standard for innovation, performance and reliability. Demello explains that because HP Workstations offer a full portfolio from entry level to very high end, Momentum has the ability to select exactly the right option to meet their customers’ needs. But the range of preference that HP provides Momentum goes much deeper.

“With HP Workstations, we have the ability to make choices at the specific component level. This is a huge competitive differentiator because these components will be part of an instrument, and if the component changes, the instrument then needs to be updated and re-certified—a time and cost consideration for the OEM. Other vendors provide only finished goods but HP enables us to customize at a granular level to meet medical OEM’s specific requirements—and save them time and money over the long run.”

Maheer says that they utilize the entire HP Workstation lineup to meet customers’ specific needs—from the simplicity of the world’s first 27” diagonal all-in-one HP Z1 Workstations to the HP Z220 Series that delivers workstation performance and energy efficiency at desktop PC prices to the outstanding performance, award-winning industrial design, and tool-free serviceability of the dual-processor HP Z820 Workstation. Demello explains that the small form factors are often a smart choice because many medical applications do not require extremely high speeds and graphics so options such as the HP Z220 small form factor offers

## Customer at a glance

### Hardware

- HP Z1 Workstations
- HP Z220 Workstations
- HP Z420 Workstations
- HP Z620 Workstations
- HP Z820 Workstations
- HP Z Displays

### HP services

- HP Global Services and Support

## HP recommends Windows.

customers the right fit in terms of performance and price. She says that it saves money up front and over time because the model has very good parts availability and long life cycles.

“When we bring HP to an OEM it’s a huge differentiator. White box manufacturers simply can’t compete with the performance, flexibility, quality and global support for HP Workstations.”

— Edwige M. Demello, chief technical officer, Momentum Microsystems, Inc.

Demello says, “HP invests a lot of time and money in ensuring the quality and environmental sustainability of their products. HP puts as much care into its products as our customers put into their instruments.”

Momentum also uses powerful HP displays: a single HP Workstation can drive up to eight displays.

## Confidence, anywhere in the world

Many of the company’s customers are global from a sales and marketing standpoint, but not in terms of manufacturing—a gap that HP with its extensive worldwide presence is able to help bridge. HP offers global SKUs that provide warranties outside of the U.S. that come with the full breadth and depth of the HP global support organization behind it.

Demello explains, “This means our customers can ship around the world without worry. They have the confidence of knowing they’ll have HP support no matter where their instruments are going.”

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