



## Success Story | MAXDATA



*"The NVIDIA Business Platform is allowing us to complement our commercial offering of AMD processor-based systems and to provide a dedicated product for the special needs of medium and large business customers, it is a further step towards contributing to our customers' success with innovative and stable commercial solutions."*

*—Jan Schneider,  
Head of Desktop Product Management,  
MAXDATA International*

**MAXDATA** Founded in 1987, MAXDATA has grown steadily to become one of Europe's leading IT hardware producers. From its headquarters in Germany, the company employs over 1,200 people in offices all over Europe and has developed a reputation for supplying cost-effective solutions tailored to its customers' needs.

### **The Challenge**

MAXDATA has an outstanding track record in supplying professional IT solutions, particularly within the small and medium sized business (SMB), education, government and public sectors. Claus Suckow, Head of Desktop Product Management at MAXDATA International, explains: "We know these customers value qualities such as performance, security and reliability in their IT systems, but they are also increasingly aware of the significant savings that can be achieved through low total cost of ownership.

### **The Solution**

"NVIDIA's is the only stable image program to empower the channel by delivering certified components through global system builders like MAXDATA," Claus Suckow continues.

The powerful combination of the NVIDIA graphics chip and motherboards with AMD processors is backed by a rigorous certification process. Because this program guarantees quality, compatibility and availability over at least one year, it's a very attractive solution for IT managers who need to know their system will deliver long-term performance with low TCO.

### **The Impact**

The ability to supply cost-effective BTO quality with excellent service has always been one of MAXDATA's key strengths.

Now, with the addition of the NVIDIA Business Platform to its product line-up, MAXDATA is delivering the high level of flexibility and choice that its customers have come to rely on within the secure, cost effective framework of a stable image program.