

# Brains II Case Study

## HSBC



HSBC Bank Canada has more than 290 offices, including over 145 bank branches, and is the leading international bank in Canada. HSBC Group with 9,500 offices in 86 countries and territories is one of the world's largest banking and financial services organizations. HSBC Bank Canada and its subsidiaries leverage this international presence while providing a full range of Canadian financial products and services to businesses, institutions and individuals.

## Brains II succeeds at HSBC based on strong Partner relationships.



### The Challenge

Softchoice and Brains II bid on the HSBC Desktop Refresh Project which included approximately 3400 desktops, 2500 HP monitors, and 1140 passbook printers in 143 branches. Seven companies expressed interest in the project and 3 companies bid

### The Outcome

The partnership of Softchoice and Brains II pulled ahead of the competition and HSBC awarded them the project due to competitive pricing, better buyback options, environmental policies and a proven ability to perform in the account.

### What Softchoice says about Brains II

"A big thank-you to the Brains II team for providing the competitive rates necessary to win this project and establish our companies as HSBC's go-to partners of choice."



### The Challenge

Dimension Data was awarded HSBC Branch Deployment, Staging and Configuration across Canada for two projects and needed a national service team to assist with the implementation. The project consisted of:  
**Phase 1 - Cisco Routers** - Warehousing Storage, Configuration  
**Phase 2 - 4000 IP Phones** - Storage, Staging and Configuration

### The Outcome

Despite Brains II having to compete with a major distribution player, Dimension Data partnered with Brains II on both projects due to their competitive pricing, proven configuration expertise and strong warehousing and logistics capabilities across Canada.

### What Dimension Data says about Brains II

"We have successfully partnered with Brains II in the past. They were the right Partner for this project."



## Brains II is a long-term Service Provider and Partner

Brains II has been providing national break-fix service to IBM in support of HSBC since 2007. Brains II services approximately 5,000 pieces of equipment including HP and Dell servers, notebooks, desktops and passbook printers. Service levels are critical to HSBC ranging from 2-hour repair to 8-hour repair depending on the unit. Brains II consistently exceeds the SLA attainment target.

## What IBM says about Brains II

"Brains II consistently exceeds HSBC's service level agreements. IBM commends Brains II on their ability to develop creative solutions to meet the needs of IT business problems."

## About Brains II

National Coverage

Service Consolidation

Simplified Administration

24/7 Service

<sup>B</sup>SMARTLINK

IMAC Services

Flexible Service Plans

Expertise

Brains II is a leading provider of manufacturer-independent I/T hardware break-fix service to many of Canada's largest companies, outsourcers, resellers and government agencies nationwide. For over 30 years our Customers have come to regard us as a trusted provider of technical support and services. Our many service authorizations and Business Partnerships, including HP, IBM, Lenovo, Lexmark and others, ensure that we receive the most comprehensive manufacturers' technical support, which further strengthens our expertise and the support we provide to our customers. This cooperation between Brains II and leading solution providers offers immeasurable benefits to the Customer. Brains II views your environment from your perspective and cooperates with whomever you choose to integrate new solutions into that environment.

Brains II employs one of Canada's most experienced technical services teams nationwide. We offer a variety of service plans to help support the entire IT infrastructure from the Desktop to the Data Center. We provide on-site service in more than 100 cities across Canada. Our multi-vendor support, regardless of equipment age, ensures a simplified administration consisting of one contract, one invoice, one renewal date and one number to call. Our service features a 24/7 bilingual Help Desk, Call Management and on-site services. <sup>B</sup>SMARTLINK is a web-based interface for the placement and tracking of service calls. We provide IMAC (Install, Move, Add, Change) services as well as enhanced Maintenance and Warranty services.