

A photograph of a server room with rows of server racks. The racks are illuminated with blue and red lights, creating a high-tech atmosphere.

Partnering with B2X Global Helps Aviatrix Stay Focused on its Core Offering—and Skyrocket Software Sales!

\$2m+

Saved in HR costs every year

\$2.05bn

Business valuation



“Partnering with B2X Global is just the right thing to do. It enables the people in your business to keep focused on what they’re good at. And the end customer is far happier too.”

JOHN JENDRICKS,
Chief Operating Officer, Aviatrix

Aviatrix delivers advanced cloud networking, network security, and operational visibility required by enterprises.

More than 550 customers worldwide leverage Aviatrix to design, deploy, and operate a repeatable network and security architecture that is consistent across any public cloud.

HIGHLIGHTS

Challenges

- Needing to provide specialized server to clients with encryption needs
- Handling integration and shipment of hardware in-house
- Realizing the program would be challenging to scale
- Facing huge overheads in facilities, people, and software
- Looking for a hardware partner to take the time, cost, and hassle out of managing hardware

Challenges

Growth on hold until Aviatrix could find a partner to source, integrate, and deliver custom hardware

Cloud networking pioneer Aviatrix is enjoying explosive expansion. Its innovative software connects multiple networks—both virtualized and on-premises—under a single platform, and has caught the imagination of Fortune 500 and other juggernaut enterprises.

But today's spectacular success story could have been different. In the early days of the company's development, Aviatrix faced a significant challenge that could have thrown their growth off course.

As the company began deploying its software to the market, they learned of two key requirements among their customers.

Those in verticals that hold sensitive information, such as government, banking, and healthcare, required high-speed encryption. Others needed physical servers that they could have on-premises, with the requisite network interface cards in place to enable high-speed traffic. In short, customers needed additional hardware to get the most from Aviatrix.

As a global innovation leader, Aviatrix was quick to engineer a solution. Its team developed a custom piece of hardware to install on customers' sites, called Cloud-N.

For the first few customers that needed Cloud-N, Aviatrix did every aspect of the hardware logistics—integration, installation, and shipment—themselves. They bought HP servers, configured them in-house, and shipped them to the customer for free.

But the team quickly realized how challenging this would be to operate at scale. They would have to take on all kinds of overheads in facilities, people, and software to make it all function properly.

Solution

B2X Global provides Aviatrix with:

- Complete stack of hardware management services
- Hardware integration, including component sourcing, installation, and testing
- Installation of customer OS and customer defaults, so final appliance is ready to plug-and-play
- Full logistics support, including complex multi-site rollout to global enterprise clients
- Delivery in days, not months
- Ongoing consultancy to continually innovate hardware and reduce costs

Results

- 12x more sales
- \$2m+ a year saved in HR costs
- 50+ enterprise-level customers serviced and satisfied
- New era of explosive growth unlocked

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“We could see that scaling up our hardware program would have a major business impact and take us away from our key focus and mission,” says Aviatrix COO John Jendricks.

“To manage hardware internally as we grew would involve everything from carrying inventory, to recruiting logistics specialists, building special facilities, creating an order management system, integrating the right components into the server chassis, and then managing complex logistics.”

To successfully manage the process, John estimates Aviatrix would have needed to hire 10 extra people across operations and engineering at a cost of \$2m+ a year.

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“We did not have any of the capabilities to be in the hardware logistics business,” says John. “But more importantly, when we asked ourselves if it would really add any value to our business, the answer was no.”

At that point, Aviatrix faced a mission-critical dilemma. They had no desire to manage hardware internally. But if they couldn't find an alternative solution, they would have to stop offering Cloud-N to customers. And as a business focused on maximizing sales and growth, that was just unthinkable.



“The opportunity cost if we had to cancel the product was huge,” says John. “Because there were many, many of our customers, especially banks and financial institutions, that had statutory requirements for encryption. If we couldn’t offer Cloud-N, we simply wouldn’t have been able to land them as customers.”

So Aviatrix faced significant jeopardy. To solve the puzzle, they needed to look outside the business and find an established hardware partner with proven logistics capabilities—so they didn’t have to wrestle with everything themselves.



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Solution

Hardware handled by customer-focused experts so Aviatrix can concentrate on selling its software

Aviatrix began the search for a hardware partner by looking at the market's major distributors of enterprise IT products. But they felt the principal players lacked the intimacy and customer focus to provide the support they needed.

Then, a senior colleague recommended B2X Global, a customer-centric IT distributor they'd worked with in a previous role. In particular, they'd been impressed with B2X's expertise in managing highly specialized hardware configurations.

When Aviatrix delved deeper into B2X's business, they learned they were trusted by growing enterprise customers to achieve fast delivery across complex fulfillment channels, while delivering proactive, hands-on customer support and collaboration.



“B2X earned our business due to their proven expertise in the sourcing, integration, and delivery of specialized server hardware and components,” says John. “But as soon as things were up and running, it was their customer support and collaborative relationship that made it a really successful partnership.”

While B2X ordinarily focuses more on selling hardware to HPE customers than offering auxiliary services, with Aviatrix they felt a complete stack of services was required to meet the business's goals.

As a result, they formed a partnership that took everything relating to hardware off Aviatrix's shoulders.

First, B2X performs every step of hardware integration, from sourcing the right components at the best price, to installing them into the server chassis, and then testing the configuration.

Next, B2X installs all the custom OS and customer defaults, inputting custom IPs and security protocols for each end user, meaning the final appliance is truly plug-and-play for the customer. They just connect it—and the appliance does everything it's supposed to, with zero disruption for the customer.

B2X also manages the onerous job of logistics, handling complex multi-site rollouts to Aviatrix's global enterprise clients with ease, and managing every frustrating step of customs and import management. Even better, B2X does it all to incredibly tight deadlines, with customers receiving their appliances in a matter of days, compared to industry-standard lead times that typically run into months.

The best part of all this for Aviatrix is they don't have to be bothered by any of it. As soon as a new customer comes on board that requires Cloud-N, they simply send an email with the customer's address.

Aviatrix doesn't have to worry about any of the details related to getting the appliance sourced, built, integrated, tested, recorded and delivered—because B2X does it all.

So Aviatrix gets to focus on nothing but developing and selling its software.

Another bonus for Aviatrix is that B2X has deep partnerships with leading IT component providers, including HP and Dell. As a result, B2X and its partners provide all the warranty and support offerings that Aviatrix's customers need. Which is yet another distracting task Aviatrix doesn't have to manage.

Alongside the day-to-day hardware fulfilment of custom servers and components, B2X regularly consults on new opportunities and change management as the business moves forward.

In one example, B2X leveraged its deep knowledge of the latest hardware to dramatically reduce the cost of the Cloud-N platform.



“B2X were able to recommend a much more cost-effective hardware platform that delivered the same performance for 70% less cost than before,” says John. “This made it much more advantageous to our customers and dramatically increased our sales of Cloud-N.”

Working with such a leading force in hardware means Aviatrix's appliance never stands still. Through close collaboration, B2X has already created version two of the box—and version three is now in development.



John says: “B2X collaborates with us like a dream. They are acutely focused on building customer relationships, delivering fast, proactive and high-quality customer service, and ensuring their customer experience is dialed in at all times.”



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Results

Aviatrix accomplishes 12x more sales and saves \$2m+ in business costs every year

Since Aviatrix brought B2X onboard to validate, configure and deliver its Cloud-N appliances, **they've increased their sales more than 12 times.**



“Back in 2020, we shipped 30 servers across the whole year. This year we did that same volume in a single month,” says John. “One of the reasons for that growth is that B2X has driven down our server costs and made it more accessible for customers. As a result, almost every customer uses Cloud-N now.”

Of course, the real success goes beyond this surge in appliance sales. Before B2X, Aviatrix was struggling to find a way to meet the encryption needs of high-value prospects. **With B2X's support, they've filled a crucial hardware gap, expanded their market reach, and won more big accounts with colossal economic value.**

Because Aviatrix is in such a high-growth phase now—achieved with the close support of B2X—the **business has raised \$200m of new investment capital, and has a valuation of \$2.05bn.**



“You don't get that kind of valuation unless you're in a very, very high-growth phase. That's the phase that Aviatrix is in and Cloud-N is a part of that, which we couldn't have done without B2X,” says John.

By selecting B2X as their hardware partner, rather than wrestling with frustrating and expensive logistics in-house, **the business saves upwards of \$2m a year.**

John says the support of B2X eliminates the need to hire 5 full time hardware experts (at a cost of \$1m+ a year), and a team of engineers (a further overhead of \$1m a year). In addition to those HR savings, Aviatrix has avoided costs associated with creating an order management system, testing labs, configuration planning, and logistics and delivery.

Customers are incredibly happy too. **So far, B2X has serviced 50+ enterprise-level end users, with every customer receiving their appliance on time and error-free.**

John recommends B2X to any company that has a server-based appliance as part of its offering and wants to focus on developing and selling their core product, rather than handling the hassle of hardware.



“Anyone in the Cloud software business that needs a physical presence in terms of hardware should partner with B2X,” he says. “It’s just the right thing to do, because it enables the people in your business to keep focused on what they’re good at. And the end customer is far happier too.”



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**Let B2X Global help you
achieve your goals—fast**

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