



## *Development & Business Process*

### *The key to securing a top-tier datacenter account*

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A potential top-tier datacenter customer approached AMI for help with system management firmware as a key step in the process of having their server systems manufactured, powered on and delivered bug-free from their ODM suppliers. Within this process, one of the customer's key requirements was the need for full control of the development and maintenance of the source code.

The MegaRAC team from AMI walked the customer through the AMI development process and the uniqueness of the firmware architecture, highlighting the separation of the platform-level coding to be performed by the ODM and the software development portion for the customer to add its own proprietary components. AMI also stressed the customer's ability to manage and control access to the firmware source code, allowing the ODM access only to the platform-level portion of the code.

As the customer took full control of its source code, release images and related properties, the benefits of the AMI architecture became abundantly clear. In addition, the MegaRAC team demonstrated how full control of multiple projects with multiple ODMs with a single source code could be achieved. This common source code base, along with the ability to work with established ODM partners, provided a valuable and unmatched ecosystem for the development of custom servers for this leading datacenter customer.

#### **AMI Key Facts & Figures**

*• Founded in 1985 • Leads in BMC Firmware shipment in terms of revenue and volume • ISO 9001:2008 certified in recognition of AMI's commitment to quality • Offices worldwide spanning seven countries • Participant/member in numerous industry consortiums, standards groups reflecting our status and connections in the industry*

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