

Brainstem Games supports its growing business with a new high-performance technology environment, financed by IBM Global Financing.

Overview

Brainstem Games LLC
Eureka Springs, Arkansas,
United States
www.brainstemgames.com

Industry

- Computer services
- Media and entertainment

Employees

- 7

Services

- IBM Global Financing



“It would have been difficult to grow our business while still using the under-powered servers we started out on. With IBM Global Financing, we were able to secure a feature-rich development environment that we couldn’t purchase outright.”

—Thomas Patrick Wilkinson, President,
Brainstem Games

Headquartered in Eureka Springs, Arkansas, Brainstem Games creates community-oriented, multiplayer online video games.

Challenge

Unhappy with the performance of its existing servers, Brainstem Games wanted to better support its development operations with a new IT infrastructure. The company teamed with Seven Group Digital Media (Seven Group), an equipment reseller, and selected a new hardware environment comprising two IBM System x™ servers, an IBM System Storage® tape library, desktop computers, monitors and other electronic devices.

Though Brainstem Games had a need for the high-performance equipment, the small business did not have the budget for it. Consequently, the business had to find a way to finance the new technology.

Solution

Seven Group suggested that Brainstem Games apply for financing through IBM Global Financing. Not only would IBM fund the System x and System Storage equipment, but it would also provide financing for any other business equipment.

Once Brainstem Games qualified for a solution from IBM Global Financing, the company opted for a US\$252,000, 36-month fair market value (FMV) equipment lease, which offers a low monthly payment. At the end of the lease, the client can choose to purchase the equipment at the FMV price, extend the existing lease or return the equipment and acquire new technology. The flexible lease also gives Brainstem Games the option to purchase, extend or return by line item—a differentiating offering from IBM.

Benefits

- Gained a customized, highly flexible financing solution for its IBM and non-IBM IT needs
- Enabled the client to conserve capital while obtaining the technology it needed to support its software development
- Lowered the solutions’ total cost of ownership (TCO)



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