

BOSTON

Servers | Storage | Solutions

A DIVISION OF  SOURCECODE

WELCOME PACK



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WHAT SETS BOSTON APART?



SOLUTION CO-DESIGN & CUSTOMISATION

Complex, multi-vendor and end-to-end solutions built to meet specific customer needs and workloads



EDGE TO EXASCALE

From edge computing to the most demanding exascale environments — solutions for any scale



INDEPENDENT & VENDOR-NEUTRAL GUIDANCE

Our agnostic approach ensures the best-fit solution for every customer, appraising options from industry respected vendors



LABS, TESTING & PROOF-OF-CONCEPT

In-house labs deliver rapid verification, certification, benchmarking and value demonstration — accelerating decision making and reducing risk



ELITE PARTNERSHIPS & INDUSTRY RECOGNITION

Accredited and recognised partnerships with industry leaders like NVIDIA (Elite Partner, SuperPOD) — giving you early access to innovative, ground-breaking products and technologies



AI & HPC CONSULTANCY + TRAINING

Strategic guidance paired with practical training (incl. NVIDIA DLI), helping customers adopt and scale to match their complex computing challenges



GLOBAL REACH, LOCAL SUPPORT

Our international presence ensures responsive support — wherever your operations are



SUSTAINABILITY THROUGH INNOVATION

We integrate energy-efficient, future-facing technology into every solution, supporting greener IT and reducing TCO while simultaneously improving performance and density



FULL-SERVICE SUPPORT: DESIGN, DEPLOYMENT, OPERATION

Professional services that span through design, build, testing, integration, ongoing managed services and support

YOUR TRUSTED PARTNER

WHO ARE WE?

BOSTON: THE POWER OF HIGH-PERFORMANCE

Boston Limited is a leading provider of high-performance, power-optimised technologies for various markets. We offer bespoke award-winning solutions that are designed to help our customers stay ahead of the curve.

Our products include servers, storage, workstations and clustered solutions. We also provide a range of value-added services, such as global on-site maintenance packages and life cycle management for IT equipment.

What sets Boston apart is our expertise in integrating, testing and validating high-performance custom solutions. We can fully brand and package our solutions to meet the specific needs of our customers.

We also have extensive experience in AI and data. We offer end-to-end services, from training and advisory services to implementation, to help organisations navigate the complexities of digitalisation successfully.

Our expertise in AI and ML allows us to provide solutions that automate processes, optimise operations and provide valuable insights from data.

Our broad range of capabilities, commitment to customised solutions and value-added services have made us a trusted partner for organisations in various industries and markets worldwide. We recently celebrated our 30th anniversary and we are expanding to meet the growing demand for high-performance systems.

If you are looking for a high-performance technology partner that can help you stay ahead of the curve, then Boston is the right choice for you.



ABOUT BOSTON

OUR STORY

In the wake of the great recession of the '90s, two visionary entrepreneurs recognised an opportunity to address a gap in technology infrastructure costs. The computer domain was dominated by industry giants such as IBM, Compaq and Dell, leaving little room for alternatives. However, these forward-thinkers believed that the quality of alternative products had improved to the point where self-building systems could be a viable option. With this vision in mind, they founded Boston, aiming to supply higher quality components to the UK system builder community.

Dev Tyagi and Manoj Nayee, founders of Boston, then embarked on a journey to seek out the best-fit suppliers in the market. They thoroughly researched and evaluated potential partners, ensuring that the products they would offer met their strict quality standards. But Boston didn't stop at simply supplying components; they recognised the importance of educating the market on the value of our products. Through educational articles and papers, Dev and Manoj shared their expertise and guided customers towards the best-fit components for their needs.

Boston's philosophy has remained steadfast throughout the years. We continue to provide customers with the best commodity components readily available off the shelf.

Our focus on quality and service has made Boston synonymous with exceptional products and customer satisfaction. We constantly scour the marketplace, seeking out new vendors that offer great value, ensuring our customers always have access to the latest and most reliable technology solutions.

Our aim is to be the first, the best and the fastest in technology transformation, with a specific emphasis on data and its utilisation in the AI-driven future. We strive to share the knowledge we possess, enabling our network to have clarity over the future in the short, medium and long term. Our commitment to our network sets Boston apart and solidifies our position as a leading supplier of technology infrastructure.

Today, Boston stands as a trusted name in the technology industry, driven by a commitment to excellence and a passion for empowering our customers with best-in-class products and services. Our story is one of innovation, education and a relentless pursuit of value, as we continue to be at the forefront of technology transformation, sharing knowledge and enabling our partners to thrive in the AI future.

“

Welcome to Boston, where innovation knows no bounds! As Managing Director, I'd like to extend my heartfelt greetings to our newest customers. At Boston, we are more than just a technology company; we are creators of future possibilities. As you embark on this journey with us, you'll experience a world of best-in-class solutions and personalised service. Together, let's push the boundaries of what's possible and achieve unparalleled success. Your vision is our inspiration and your goals are our driving force. Thank you for choosing Boston as your trusted partner; we're excited to make great strides together!

”

MANOJ NAYEE
COFOUNDER AND MANAGING DIRECTOR, BOSTON



TECHNOLOGY SEGMENTS

- **Accelerated Computing:** When it comes to Accelerated Computing, Boston pioneers the integration of advanced hardware, leveraging GPUs, FPGA, ASIC, Quantum and other accelerators to elevate our customers' computational capabilities. Whether it's optimising data processing, enhancing graphics rendering or accelerating scientific simulations, Boston stands at the forefront of using accelerated computing for unparalleled performance.
- **AI, Machine Learning and Deep Learning:** Boston has long been a trailblazer in the domain of AI, Machine Learning and Deep Learning. Our solutions empower organisations to unlock the potential of data, enabling smarter insights, predictive analytics and transformative advancements. From high density datacentre hardware and networking to comprehensive AI platforms & instructor led training, Boston leads the way in shaping the future of intelligent technologies.
- **High-Performance Computing (HPC):** Since our inception, Boston has had a keen focus on the world of High-Performance Computing, specialising in delivering solutions that push the boundaries of what organisations can achieve. From scientific research to complex simulations, our HPC solutions are designed to meet the demanding requirements of industries seeking unprecedented processing power and efficiency.
- **Storage and Backup:** Boston's expertise in Storage and Backup solutions revolves around optimising data management at scale, ensuring both high performance but also maintaining accessibility and safeguarding critical information. Whether you're operating high-capacity, scale out storage servers for AI & HPC or seeking innovative backup solutions, we allow organisations to seamlessly manage and protect their data assets.
- **Cloud and Virtualised Infrastructure:** Boston plays an important role in shaping the Cloud and Virtualised Infrastructure landscape, with our solutions purpose-built to fulfil the dynamic needs of cloud, hyper-converged infrastructure and virtualisation. This provides our customers with the scalability, flexibility and efficiency they desire, whether you're operating a private cloud or hybrid / multi cloud approach, Boston supports your cloud computing journey.
- **Cooling:** In the world of Cooling technologies, Boston excels in creating solutions that optimise thermal management for datacentres. Our cooling solutions enhance energy efficiency, ensuring peak performance while minimising environmental impact. Including innovative technologies such as direct to chip (DLC), 2 phase (2P) and submersed cooling, Boston is committed to creating sustainable and effective cooling solutions for modern datacentre infrastructures.
- **Datacentre Servers:** As a leading force in Datacentre Servers, Boston designs and delivers servers that form the backbone of modern IT infrastructures. Our solutions prioritise performance, reliability, scalability and importantly sustainability, catering to the diverse needs of datacentres across a wide range of industries.
- **Edge:** Boston is paving the way for the advancement of Edge technologies, providing solutions that bridge the gap between centralised data processing and edge computing locations. Our offerings empower organisations to fully utilise 5G connectivity and deploy edge solutions for enhanced efficiency and real-time data processing at the source.
- **Networking and Security:** Boston plays an integral role in delivering robust solutions that ensure high performance connectivity, resilience and data protection. Whether our customers are looking to deploy high performance computing & AI training networks or are strengthening their security posture; our advanced networking hardware and comprehensive security solutions contribute performant, resilient and secure datacentre infrastructure.
- **OEM Server Manufacturing:** Boston's OEM Server Manufacturing capabilities position us as a trusted partner for organisations seeking tailored server & workstation solutions. We specialise in crafting custom servers from the ground up that align exactly with customer specifications, offering an entirely bespoke approach to server solution manufacturing.
- **Workstations/Client Computing:** Boston's Workstations and Client Computing solutions answer to the evolving needs of professionals seeking powerful computing resources. Our workstations deliver high-performance computing capabilities, empowering users in fields ranging from 2D/3D content creation to AI training, scientific research and everything in between.
- **Breaking Technologies:** Boston leads the charge in adopting and introducing Breaking Technologies that redefine the IT landscape. We specialise in everything from innovative hardware architectures, novel cooling, storage and networking to revolutionary software solutions, staying ahead of the curve and enabling organisations to embrace the next wave of technological advancements.



BOSTON LABS

DISCOVER THE FUTURE WITH BOSTON LABS: YOUR TESTING PARTNER

Are you navigating the ever-evolving landscape of new and enhanced technologies? We understand the challenge of making informed decisions for your upcoming projects. The task becomes even more daunting when you can't experience and assess the hardware firsthand prior to making a commitment.

Through our Boston Labs, we bridge this gap for you. Our state-of-the-art, remote accessible, on-site test facilities offer the perfect environment to explore and evaluate emerging technologies. We recognise that sometimes, the true fit of a product or solution can only be gauged through hands-on experience.

Our dedicated technical team is poised to assemble comprehensive solution stacks using cloud-based lab systems or even loaned hardware that can be seamlessly integrated into your environment. This ensures that your investment aligns perfectly with your requirements.

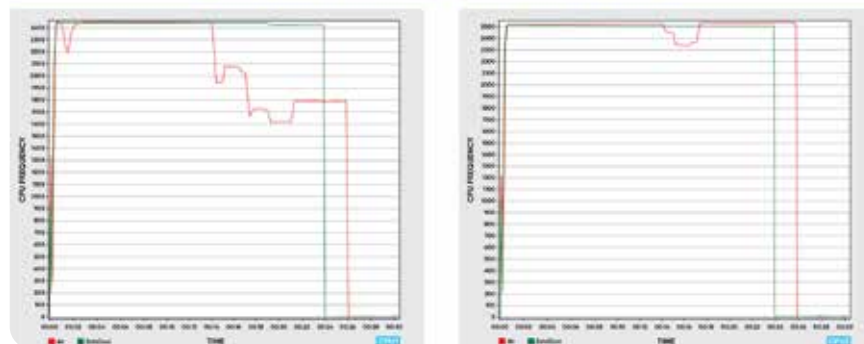
Immerse yourself in our incredible R&D lab, Boston Labs, where an array of the latest hardware and software solutions await your evaluation. Whether you choose remote assessment or prefer to collaborate closely with our seasoned field application engineers, the choice is yours.

Our veteran team excels in guiding you through the setup and optimisation of both hardware and software components, crafting solutions that harmonise performance, power efficiency and cost-effectiveness. When you reserve a session at Boston Labs, you gain access to expert advice on product selection and fine-tuning, helping you achieve unparalleled outcomes.

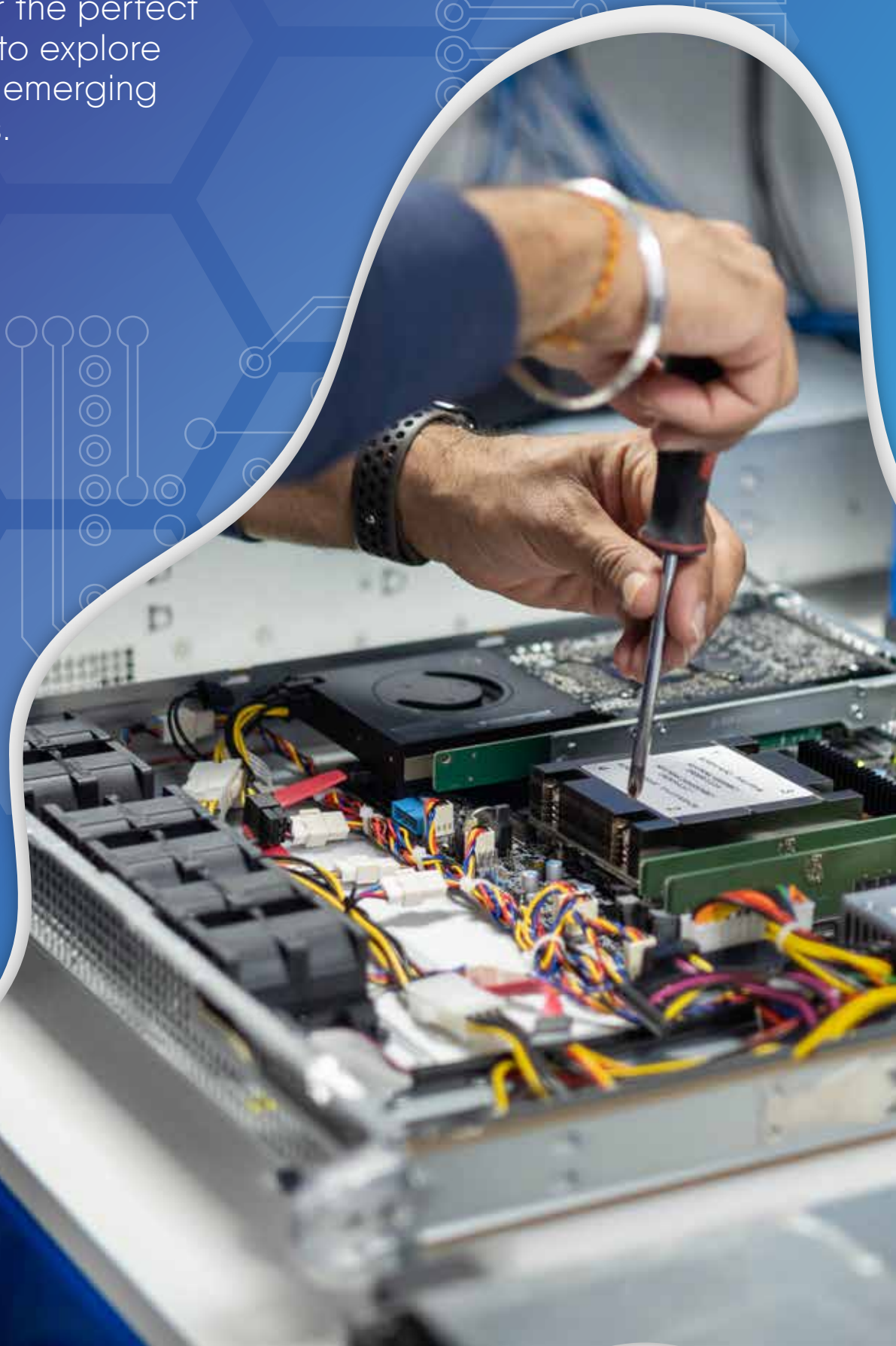
EXPERTS IN AI AND DATA

Boston Training Academy and Boston Technical Consulting are our in-house initiatives which represent the pinnacle of technological advancement, driving forward groundbreaking solutions that harness the power of artificial intelligence.

CPU COMPARISON DATA



Our state-of-the-art remote accessible, on-site test facilities offer the perfect environment to explore and evaluate emerging technologies.





BOSTON TECHNOLOGY CONSULTING

NAVIGATING INNOVATION TOGETHER

Our technology consultancy service helps organisations to effectively create, optimise and grow their business in today's data and IT focused market. Our consultants mastermind solutions for the most complex business needs in an effort to achieve their goals, while balancing costs and performance. Our core values are leadership, integrity, collaboration, accountability and simplicity.

Our consultancy services cover a variety of fields and verticals: SaaS digital applications, cloud and IT infrastructure, data and analytics, cyber security, audit and compliance, digital transformation, Emerging technologies (EmTech).

Our global reach enables us to provide agile and scalable solutions to everyone from the smallest players to industry heavy hitters. Our main objective is to solve current problems while minimising risks of future issues. Such all-encompassing approach to problem solving has been utilised in the banking, financial services and insurance (BFSI), government, manufacturing, oil and gas, logistics, telecoms, pharma and retail.

Our consultancy service is aimed at enterprises striving to utilise specialised services to optimise their solutions and enhance efficiency. With our deep industry knowledge, we provide valuable guidance to unlock the full potential of your Infrastructure.

- **Cross-domain expertise:** We stand out through our wide-ranging expertise across multiple technical domains, allowing us to provide holistic solutions that address complex challenges spanning various technologies.
- **Innovative problem solving:** We excel in innovative problem-solving, employing a team of seasoned consultants who approach challenges with creativity and resourcefulness, leading to unique solutions that drive customer success.
- **End-to-end project management:** We offer comprehensive project management services, overseeing projects from inception to completion. This end-to-end approach streamlines processes, reduces customer workload and ensures successful project outcomes.



BOSTON TRAINING ACADEMY

EMPOWERING TOMORROW'S TECH EXPERTS

Boston Training Academy provides structured training by world-class trainers who deliver tailored courses based on the current knowledge of the attendees. Our program content is designed by industry experts and covers data science skills, exposure to analytical tools and corporate learning and consulting on AI projects, to name a few.

The AI Centre of Excellence (CoE-AI) at our Training Academy brings together experts from industry academia and Government to provide the latest infrastructure, smart tools, skilled resources and leadership for AI exploration. The CoE-AI aims to create the most sophisticated ecosystem for AI, Data Sciences, Machine Learning and Deep Learning to enable breakthrough innovations.

We also offer online starter courses for complete beginners to gain working knowledge on the fundamentals of NLP, computer vision, deep learning and Python for data science. Boston also host NVIDIA Deep Learning Institute (DLI) workshops. Participants receive hands-on training sessions, with help from developers, data scientists and researchers. Attendees learn how to approach challenges using deep learning techniques like building transformer-based NLP, building

conversational AI applications, building intelligent recommender systems, among other approaches.

We provide practical training to universities and businesses on algorithm creation, hardware development and the latest technologies. Our expert instructors empower organisations to stay competitive in a rapidly evolving digital world.

- **Expert-led training:** We offer expert-led training programs delivered by industry professionals, ensuring participants gain practical insights and skills that are immediately applicable in their professional roles.
- **Tailored learning paths:** We excel in providing personalised learning paths, allowing participants to choose courses that match their skill levels and career aspirations. This tailored approach ensures that individuals receive relevant and effective training.
- **Hands-on lab experience:** With a strong emphasis on practical learning, we offer hands-on lab experiences that enable participants to engage with real-world scenarios, fostering better understanding and confidence in their abilities.

Participants receive hands-on training sessions, with help from developers, data scientists and researchers. Attendees learn how to approach challenges using deep learning techniques like building transformer-based NLP, building conversational AI applications, building intelligent recommender systems, among other approaches.



PROFESSIONAL SERVICES

PRESALES CONSULTATION AND SERVICES

Our Presales Consultation and Services aim to provide optimal solutions for your business needs. Our team of experts is dedicated to understanding your requirements, offering personalised consultations and delivering our wide range of technology solutions. We go beyond product knowledge, bringing a deep understanding of industry trends and emerging technologies to help you stay ahead of the competition.

WE CAN PROVIDE:

- Consultancy and Solution Design
- Inventory and Site Survey
- Technical Account Management
- Boston Labs and POC Services
- Bespoke System Design and OEM Manufacturing
- Product and Technology updates
- Environmental and Regulatory Testing

POST SALES AND IMPLEMENTATION

Our Post Sales and Implementation team ensures a smooth and successful deployment of your technology solutions. With skilled project management expertise, thorough testing, seamless integration and comprehensive training, we prioritise your success from purchase to implementation.

WE CAN PROVIDE:

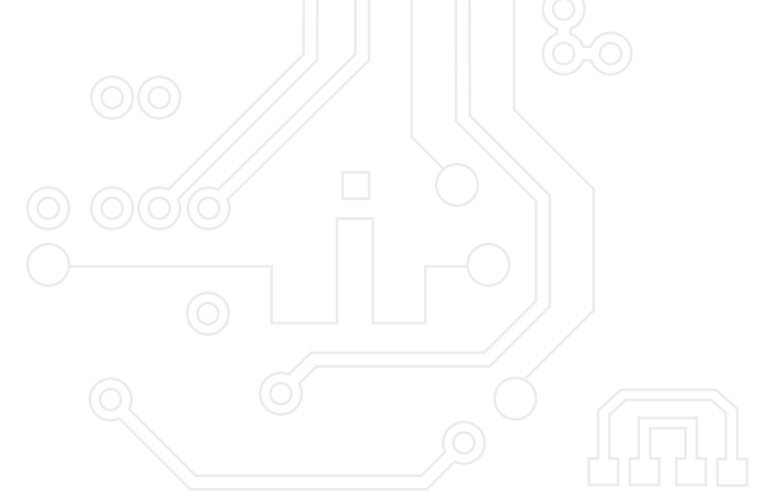
- System Integration and Burn in Testing
- Racking and Installation
- Project Management
- Global delivery
- Turnkey Solutions and Rack and Roll
- Training and Education

DATACENTRE AND HOSTING SERVICES

Your business relies on a secure, reliable and high-performance infrastructure to thrive in the digital landscape. Boston offers state-of-the-art data centre and hosting solutions designed to meet your specific needs. Our industry expertise delivers robust and scalable data centre solutions, including dedicated servers, virtual private servers (VPS), cloud hosting and colocation services. With enterprise-grade infrastructure, customised solutions, 24/7 support and scalability, we empower your digital infrastructure to reach its full potential. Choose Boston's Datacentre and Hosting Services for exceptional performance and reliability.

WE CAN PROVIDE:

- Hosting
- Leasing
- Managed Services and Cloud
- Datacentre and Rack Design
- Rack and Roll



Exceptional customer support is the foundation of our successful partnerships. Our Support and Onsite Warranty services offer peace of mind, knowing that our dedicated team of experts is ready to assist you whenever you need help.

SUPPORT AND ONSITE WARRANTY

At Boston, exceptional customer support is the foundation of our successful partnerships. Our Support and Onsite Warranty services offer peace of mind, knowing that our dedicated team of experts is ready to assist you whenever you need help. With prompt and reliable assistance available 24/7, our experienced professionals with deep expertise across various technologies are just a phone call away. We provide onsite support to minimise downtime and ensure smooth operations, coupled with warranty coverage for eligible hardware, ensuring swift replacement or repair.

WE CAN PROVIDE:

- Technical Support and Onsite Warranty
- Out of Warranty Repair and Refurbishment

For our full Terms & Conditions, please refer to our Warranty Services document. If you were not provided a copy upon purchase, please ask your Sales Account Manager to provide one to you.

END OF LIFE AND EXTENDED LIFE CARE

As technology rapidly evolves, effectively managing end-of-life products and systems becomes crucial. Boston Limited's End of Life and Extended Life Care services provide comprehensive solutions to navigate this critical phase of your technology lifecycle. Our expert team understands the challenges associated with retiring outdated systems and mitigating risks related to unsupported or vulnerable hardware. With our services, we ensure a seamless transition to newer technology while maximising the value of your existing investments.

WE CAN PROVIDE:

- Decommissioning, Recycling and Disposal
- Out of Warranty Repair and Refurbishment

Please contact us if you are interested in discussing any of our additional service offerings.



USEFUL CONTACTS AND OUR ESCALATION PROCESS

HELPFUL POINTS OF CONTACT

TECHNICAL SUPPORT

If you experience a technical problem with an order you have received and require support, please **raise a ticket** which will be received by a member of our knowledgeable technical support team:

W: www.boston.co.uk/support/default.aspx

If you are **unable to raise a ticket**, please send an email containing your serial number and a concise problem description to the below email address, who will raise a ticket on your behalf.

E: techservicedesk@boston.co.uk

CUSTOMER SERVICE

If you experience any other issues with an order you have received, please contact a member of our helpful Customer services department:

E: customer.services@boston.co.uk

RMA FORM

To obtain an **RMA form** and submit it directly to the team, please follow the guide on our website:

W: www.boston.co.uk/customer-services/default.aspx

OTHER SUPPORT

If you wish to discuss **extending the warranty** option on your order or discuss **additional support** options for your purchase, please contact a member of our dedicated Business Development Team:

T: +44 (0)1727 876 100
E: sales@boston.co.uk

SOFTWARE SUPPORT

Your server may also include support contract with a software vendor; for example, if you have a SAN solution.

If this is the case and you have a software specific problem, please contact the Boston technical team who will endeavour to help you. In the event they are unable to solve the problem immediately, they will help you to raise the issue with the vendor directly.

Alternatively, please feel free to contact the software vendor directly.

ESCALATION PROCESS

While we strive to provide faultless systems and service, when things do go wrong it's important you know what action to take so we can resolve it quickly.

Should you encounter an issue you deem to be critical and in need of an extra level of care or be unhappy with the level of onsite service you are receiving, please follow the escalation as outlined below.

LEVEL 1 ESCALATION

For example:

- Acknowledgement of your issue has not been received in the timeframes outlined within the SLA
- An onsite visit has not been carried out within the timeframes outlined within the SLA
- Manager onsite requests an issue to be escalated
- Serious individual or widespread issue arises at one or more sites

CONTACT DETAILS: CUSTOMER SERVICES

E: customer.services@boston.co.uk
T: +44 (0) 1727 876 100

9:00am-5:30pm GMT/BST (Monday to Friday)

LEVEL 2 ESCALATION

For example:

- Your issue has still not been acknowledged an additional working day after the initial (Level 1) escalation
- Complaint from Level 1 has not been resolved after two working days
- A reported issue has resulted in a complaint (this will also be managed in conjunction with our Complaints Process)

CONTACT DETAILS: COMPLAINTS TEAM

E: complaints@boston.co.uk
T: +44 (0) 1727 876 100

9:00am-5:30pm GMT/BST (Monday to Friday)

Contacting the Complaints Team will ensure that multiple members of senior management are notified of the case details.

If there is any further information you require that is not covered within this document, please get in touch and we provide it for you.

T: +44 (0)1727 876 100
E: sales@boston.co.uk



OUR PARTNER NETWORK

CUTTING EDGE TECHNOLOGY

Introducing our esteemed network of strategic alliances and collaborations that have been fundamental in shaping our success as a leading technology solution provider. Cultivating robust partnerships is the key to innovation and delivering state-of-the-art solutions to our customers. Join us on this journey as we introduce you to our valued partners, each contributing their unique expertise and shared vision to drive unparalleled growth and excellence in the ever-evolving technology landscape.



AMD	APC by Schneider Electric	antillion	AMPERE.	BROADCOM.
Castrol ION	ClusterVision	COMARK A DIVISION OF SOURCECODE	ddn	DKube
EGZAKTA GROUP	FORMERICA OE	Graid	IBM.	intel.
KIOXIA	LoE lablup	LM TEK	micron.	Microsoft
nvidia.	NetApp	NUTANIX	open-e	PEAK AIOE
PNY.	ProLabs an Amphenol company	RADIAN ARC	SAMSUNG	Life Is On Schneider Electric
SEAGATE	SECQAI	SOLIDIGM.	Submer	SUPERMICRO
TRANQUILIT	TURINTECH	VAST	VDURA	Verysell AI Your Trusted AI Partner
Virtuozzo	WEKA	Western Digital.	ZUTACORE	

BOSTON AROUND THE WORLD



1992
OVER 30 YEARS
IN THE INDUSTRY

5
CO-DESIGN
MANUFACTURING
SITES

40
COUNTRIES
SERVED

4
INTERNATIONAL
LABS

IF YOU'D LIKE TO FIND OUT MORE, PLEASE GET IN TOUCH:

E: sales@boston.co.uk | **T:** (+44) 1727 876 100 | **W:** boston.co.uk

Follow us: Keep up to date with Boston on socials!

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Instagram: instagram.com/boston_limited

LinkedIn: linkedin.com/company/boston-limited
X: twitter.com/bostonlimited

USA

MILFORD, MA
NORWOOD, MA
BEVERLY, MA
WESTFIELD, MA
PROVIDENCE, RI
BUFFALO, NY
SEATTLE, WA
LOS ANGELES, CA

EUROPE

LONDON
ST ALBANS - HQ
MUNICH
ANTIPOLIS
KREUZLINGEN
HAUPTPLATZ

AFRICA

JOHANNESBURG

ASIA

MUMBAI
BENGALURU
DUBAI
TAIPEI

AUSTRALIA

SYDNEY



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A DIVISION OF  SOURCECODE

