BOSTON
Servers | Storage | Solutions

CORPORATE BROCHURE

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WHAT'S INSIDE?

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, 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 solutions for their needs.

Boston's philosophy has remained steadfast throughout the years. We continue to co-design with customers and provide the best commodity technology for Edge to Exascale solutions.

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.

WHAT SETS BOSTON APART?

INNOVATIVE SOLUTIONS

We innovate tech solutions for diverse sectors, adapting to evolving business needs

BESPOKE CUSTOMISATION

Tailored, bespoke solutions harmonise with customer objectives, defining our excellence in technological delivery

GLOBAL REACH

Our global presence assures swift support, regardless of location, backed by a history of successful collaborations

TRACK RECORD

A proven track record with diverse projects instils confidence in us as a dependable partner

MANUFACTURING AND TESTING

Our in-house design, manufacturing and testing in the Boston Labs guarantees quality and quick turnaround

RESEARCH AND DEVELOPMENT

Ongoing R&D equips us with expertise for the latest tech advancements, providing customers a competitive edge

SUSTAINABILITY

We are environmentally conscious and prioritise eco-friendly, sustainable solutions

ONE-STOP SHOP

Our diverse tech offerings, from computing to AI, position us as a one-stop shop for all your needs

CUSTOMER-CENTRIC

Customer-centricity is our cornerstone, understanding challenges and exceeding expectations in the solutions we create
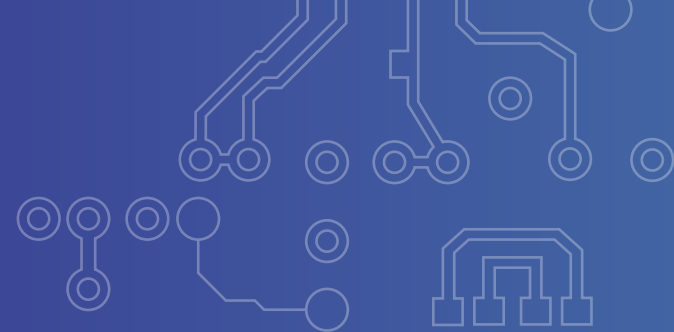
As cofounder and Managing Director of Boston Limited since 1992, Manoj Nayee has a wealth of experience in the IT industry. He graduated in Computer Science from the University of Aston where he had great times but was sad to see the demise of the accommodation towers! Manoj began his career at the start of the PC era as a programmer for IBM and followed soon after with the launch of Boston Limited - now globally renowned for delivering cutting-edge technology in the server, AI and storage arena. Manoj continues to identify disruptive technologies which are championed by Boston, currently selling to over 40 countries worldwide. Outside of enterprise IT, Manoj has a love of BBQs, golf and cars - though he confesses to having previously owned two Sharan's!

MANOJ NAYEE
COFOUNDER AND MANAGING DIRECTOR, BOSTON

Dev Tyagi is one of the original founders of Boston Limited which was established over 30 years ago in 1992. Dev started his technology life as a 4th generation database language programmer and systems analyst before taking on network system solutions. Through his career he has been able to identify useful, affordable and innovative technology that deliver customer requirements with the least amount of pain. His transparent approach is friendly and has led to many engagements to appear on panels, speak at industry events and engage with start-ups trying to find a voice. He has taken a number of non-executive director roles on a pro-bono basis and continues to demonstrate his passion for technology transformation with a particular focus on Cybersecurity, Generative AI, Quantum technologies and skills development.

DEV TYAGI
COFOUNDER, BOSTON

BOSTON'S JOURNEY

An innovative technology company that has evolved and thrived over the course of three decades, each marked by distinct focuses and achievements. We take pride in our journey, which has seen us transition from a component distributor to a system integrator, then a system integrator with value add and, now, in this decade, a leader in data, quantum and AI solutions. Join us as we delve into the chapters of our remarkable story.

CHAPTER 1: COMPONENT DISTRIBUTOR

In the early days, Boston began as a trusted component distributor, catering to the growing demand for business advancing hardware and technological components. As we were ahead of the curve with this initiative, we were able to cement relationships with the best and largest, vendors within technology. Our commitment to delivering top-quality products and exceptional customer service quickly established us as a reliable partner in the industry.

CHAPTER 2: SYSTEM INTEGRATOR

As technology advanced, so did our capabilities. In the next phase of our journey, Boston transformed into a renowned system integrator, harnessing our expertise to assemble comprehensive solutions for a wide range of business needs. We seamlessly integrated various components into powerful systems, ensuring optimal performance and customer satisfaction.

CHAPTER 3: SOLUTIONS PROVIDER

Building on our success as a system integrator, Boston took a bold leap forward by incorporating value add into our operations. We recognised the importance of delivering not just hardware, but complete solutions that addressed specific challenges and identified new possibilities for our customers. This focus on value add services and tailored solutions allowed us to forge lasting partnerships with businesses across various industries.

CHAPTER 4: THE DATA AND AI COMPANY

Now, in this exciting decade, Boston has become a trailblazer in the fields of data, AI and HPC. Our unrivalled technologies and expertise in these transformative spaces empower businesses to harness the power of data, push the boundaries of computing and leverage the considerable capabilities of artificial intelligence. We are at the forefront of revolutionising industries, such as defence, finance, healthcare, higher education and research & life science. We pride ourselves on delivering innovative solutions that drive our customers' success in the digital era.

As we embark on this new chapter, Boston remains dedicated to excellence, innovation and customer satisfaction. Our journey through the decades has laid the foundation for our current expertise and positions us as a trusted partner in advanced technology solutions. Join us in shaping the future as we continue to evolve, adapt and test what is possible in the realm of technology.

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.

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

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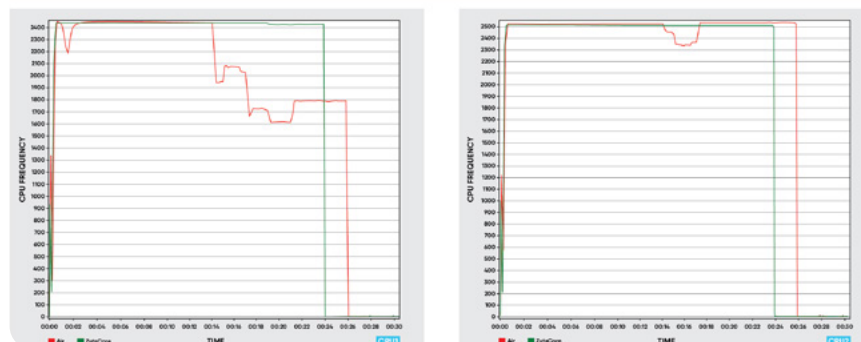
Immerse yourself in our incredible R&D lab, Boston Labs, where an array of the latest hardware and software solutions await your evaluation. Whether you choose remote assessment or prefer to collaborate closely with our seasoned field application engineers, the choice is yours.

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.
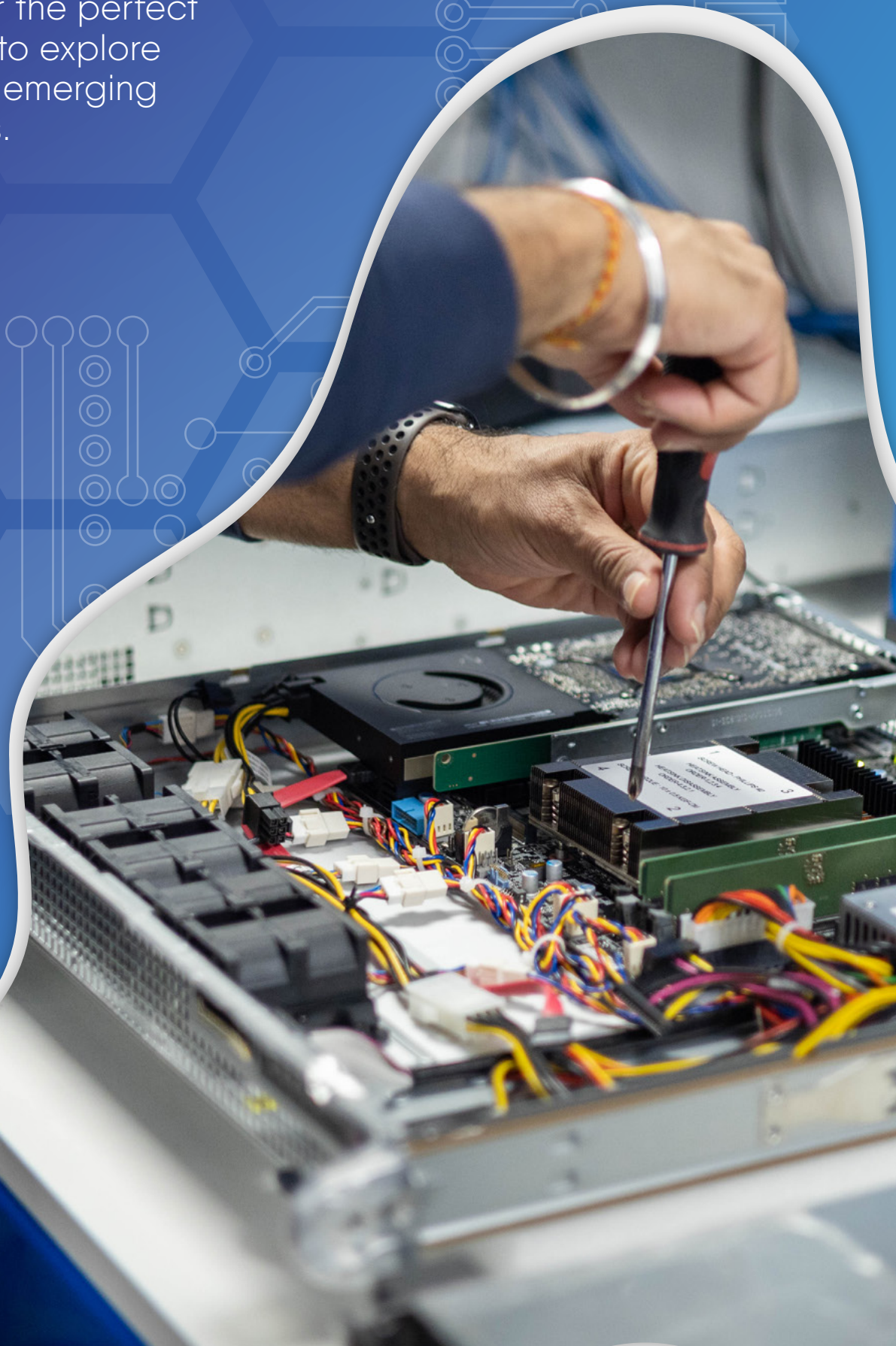
EXPERTS IN AI AND DATA

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

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

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.

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.

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

BOSTON
Servers | Storage | Solutions

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.

SUCCESS STORIES

STORAGE SOLUTIONS – IBM SPECTRUM SCALE

HIGH PERFORMANCE COMPUTING (HPC): The Spectrum Scale HDFS connector enables HPC customer to spin-up and terminate Hadoop or Spark clusters on their existing super computers like any other HPC job.

DATA INTENSIVE APPLICATIONS: Spectrum Scale enables scientists to seamlessly integrate HPC-like infrastructure into their experiments and into their workflows to get timely insight in new data sets.

CHALLENGE: To maintain its reputation as a premier research institution, a leading UK university needed to ensure that data is always available to a growing number of users running increasingly complex simulations.

SOLUTION: The university deployed IBM® Spectrum Scale™ and IBM Spectrum Protect™, increasing transparency around data location and who accesses it and increasing its mobility within a diverse IT environment.

ADVANTAGE: The solution supplied supports compliance with data protection regulations at a low cost without disruption. Significant cost saving due to operational efficiency & 5000 researchers are supported by infrastructure that helps them get results faster.

STORAGE SOLUTIONS – WEKA IO

ARTIFICIAL INTELLIGENCE: Artificial Intelligence requires fast data processing. Weka alleviates challenges across the entire data pipeline whether running across on-prem and the public cloud.

CONTAINERS: Weka's solution for Kubernetes helps deliver value from the cloud to the edge with at scale performance.

FINANCIAL SERVICES: Quantitative modelling helps mitigate risk, detect fraud and develop new trading algorithms. Weka covers latency sensitive workloads at exabyte scale.

CHALLENGE: Genomics England had previously, implemented a scale-out NAS solution from a leading vendor to support the 100,000 genome project; however, it had already hit its limit on storage node scaling & performance suffered when the system was near capacity.

SOLUTION: A two-tier architecture that takes commodity flash and disk-based technologies, presenting it as a single hybrid storage solution. The primary tier consists of 1.3 Petabytes of high performing NVMe flash storage which supports the working data sets.

ADVANTAGE: GE was able to realise no limit on capacity scaling, over 10x improvement in performance, 75% reduction in storage cost per genome, as well as now embedding a full disaster recovery strategy and offering integration with public cloud for compute elasticity.

STORAGE SOLUTIONS – WEKA IO

ARTIFICIAL INTELLIGENCE: Emerging AI use cases are driving growth-oriented data management strategies. Where traditional storage architectures fall short, EXAScaler is optimised to address the challenges of performance, scale and data mobility with simplicity and reliability.

HIGH PERFORMANCE COMPUTING: Scientists and engineers are continuously pursuing new ways to solve complex problems faster. HPC workloads like physics modelling, oil and gas discovery & genomics process massive amounts of data accessed by multiple systems simultaneously.

CHALLENGE: A leading life sciences university required shared computational resources to accelerate genomic medicine research, while; keeping costs down under a tight budget.

SOLUTION: System overhaul for improved performance and build capabilities for simulations, data analysis and sharing.

ADVANTAGE: Enabled system overhaul under limited budgets, combining 200G HDR Infiniband and 40/10 Gbps Ethernet with a DDN Storage solution to improve performance and build capabilities, with up to 90 GB/sec performance per appliance.
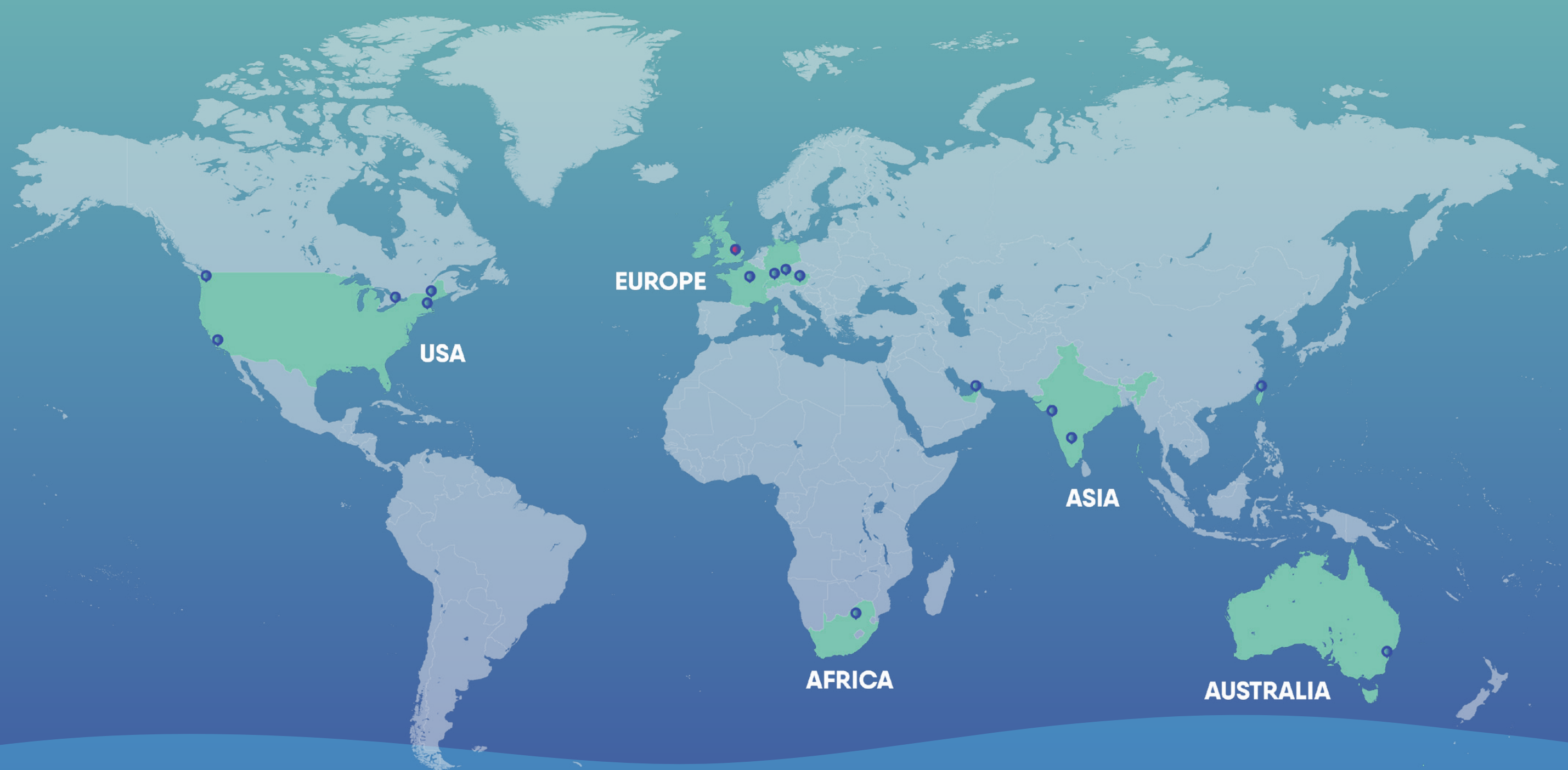
OUR PARTNER NETWORK

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.

BOSTON AROUND THE WORLD

EUROPE

USA

ASIA

AFRICA

AUSTRALIA

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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