Wholesale Distribution & Services

Supercharging company growth

AITONIX

Powering expansion into new markets with help from Lenovo ThinkSystem servers and storage.

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Who is AITONIX?

AITONIX is an IT company that operates in three key areas: wholesale distribution, software development, and services. The wholesale distribution department works with internationally recognized IT brands, while the software development arm produces tailored solutions. FIXIO, an AITONIX subsidiary, provides certified IT services that meet global standards.

Today, AITONIX holds a leading share of the market in the Republic of North Macedonia and employs approximately 50 people. The company is growing fast, and is now expanding into neighboring countries.

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The
Challenge

To dominate the market in North Macedonia, AITONIX has built on local expertise to outshine competitors. For the past two years, the company has begun establishing a presence further afield, starting with locations in Bulgaria, followed by Albania and Kosovo.

With a diverse, growing business to support, AITONIX saw the move to a new data center as the ideal opportunity to extend its IT capabilities. Kiril Smilevski, Sales Manager of the Hardware Department at AITONIX, comments: "We needed a fast, flexible infrastructure that could grow with our business. Performance and scalability were top of our agenda."

To ensure it could scale up its operations while continuing to provide an exceptional level of service, the company initiated a search for new technology.

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"We didn't want to compromise on technology and limit our growth. Our goal was to build the right IT infrastructure to support the company for the next five to seven years."

Kiril Smilevski
Sales Manager, Hardware Department, AITONIX

Technology for today and tomorrow

AITONIX opted for Lenovo ThinkSystem servers and storage as the foundations for its expansion. To make the decision, the company drew on positive experiences and in-house expertise of Lenovo technology.

Smilevski says: "We've always been more than satisfied with Lenovo solutions in the past. When we met with the Lenovo team, they proposed top-of-the-line technology, and were the only vendors to suggest storage featuring NVMe drives."

Hardware
Lenovo ThinkSystem SR630 V2
Lenovo ThinkSystem DM5100F
Unified Storage Array

Software
Lenovo Xclarity
VMware vSphere

AITONIX deployed two Lenovo ThinkSystem SR630 V2 servers alongside Lenovo ThinkSystem DM5100F unified, all-flash storage. Using Lenovo XClarity, AITONIX gained a single point of control for servers, storage, and networking. The company achieved a smooth cutover to the new infrastructure.

"We were able to handle the implementation by ourselves with no issues," recalls Smilevski. "Our team migrated approximately 50 virtual machines over to the Lenovo cluster. Since then, we decided to move from Microsoft Hyper-V to VMware vSphere, and making the change with Lenovo technology supporting us was seamless."

"In choosing Lenovo, we became one of the first companies in North Macedonia to deploy super-fast NVMe technology, representing a significant competitive advantage."

Kiril Smilevski
Sales Manager, Hardware Department, AITONIX

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Results

With its new Lenovo ThinkSystem solutions in place, AITONIX is primed for growth. Employees from all three divisions of the company are enjoying shorter response times, helping them to work more productively and driving improvements in service levels.

"The Lenovo solution exceeded our expectations," says Smilevski. "Users across the company have commented on the performance of our infrastructure. In particular, our software developers report that even their most data-intensive tasks now run much faster."

AITONIX has room to expand the environment with minimal disruption, helping it to capitalize on upcoming opportunities. The company is confident that it has the right IT infrastructure to make its growth plans over the next five to seven years a reality.

"Thanks to Lenovo, we can scale up our environment in a modular, cost-effective way," explains Smilevski. "For example, we can easily double our server capacity from two to four without buying any additional switches. Even beyond that, we can add resources to power our expansion at very appealing prices."

Empowers employees with industry-leading storage performance

Helps to increase market share by offering a key competitive advantage

Removes barriers to growth through easy, cost-effective scalability

> "We are the foremost distributor of Lenovo in North Macedonia, and so it makes sense to have Lenovo technology in our own data center. We now invite customers and partners that want to experience Lenovo for themselves to come in and run test scenarios on our cluster."

Kiril Smilevski
Sales Manager, Hardware Department, AITONIX

Why Lenovo?

For AITONIX, the Lenovo proposition stood out from the crowd due to the superior specifications and simple scaling. Looking to the future, the company is excited to build on a flourishing relationship with Lenovo.

"We're looking forward to growing alongside Lenovo, with them as our long-term partner," says Smilevski. "The Lenovo team are always easy to contact and provide support whenever we ask. They have the expertise and technology to support us as we expand the AITONIX brand."

How do you remove barriers to growth?

Support expansion plans with Lenovo technology that offers simple scaling alongside high performance.

Explore Lenovo Servers

Lenovo