



# Giving emergency workers the right tools for the job

Beyond Lucid Technologies works with Dell OEM to equip Emergency Medical Service professionals with MEDVIEW™, the first field-based documentation solution for use - even during disasters and at the patient's bedside

## Customer profile

**Company** Beyond Lucid Technologies  
**Industry** Healthcare  
**Country** United States  
**Employees** 5  
**Website** [www.beyondlucid.com](http://www.beyondlucid.com)

## Challenge

Beyond Lucid Technologies needed to find a technology partner to help provide customers with durable, lightweight tablet PCs.

## Solution

The company installs its software on feature-rich Dell Latitude laptops and Venue tablets, through a flexible partnership with Dell OEM.

## Benefits

- Beyond Lucid meets customer needs for a durable, fast, lightweight tablet solution
- Customers gain access to field-use features including cameras for telemedicine, integrated online/offline GPS and warranty protection
- Flexible fulfillment model helps the company scale to meet nationwide demand
- Company saves thousands of dollars by avoiding warehouse costs

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*Jonathon Feit, Co-founder & CEO, Beyond Lucid Technologies*

California-based IT firm Beyond Lucid Technologies Inc., provides software solutions that help emergency responders collect, transmit and communicate critical incident details throughout the continuum of care. The company's primary solution is the MEDIVIEW™ electronic patient care record (ePCR) platform, used by Fire and Emergency Medical Services (EMS) agencies across the country.

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*Jonathon Feit, Co-founder & CEO, Beyond Lucid Technologies*

Increasingly, Beyond Lucid's customers have sought to use MEDIVIEW on tablet computers. "Basically, our customers want fully functional computers that they can toss into their field packs without adding much weight," says Jonathon Feit, the company's co-founder & CEO. "They also see it as imperative that the equipment be heavy-duty enough to survive being dropped or run over by an ambulance."

Furthermore, the company's customers wanted to use tablets from known, reliable manufacturers. "Our customers don't want a computer with a white-label brand; they want to use something from a company they're familiar with, and then to maximize the value of our technologies," says Feit. "That originally posed a financial and operational challenge, because we're a small and nimble software company, but we're not a hardware manufacturer and we can't afford to stock and manage a warehouse. We needed a partner that would help us maximize our potential while keeping our operating costs low, especially during our company's earliest days."

#### **Organization chooses Dell OEM to develop tablet-based solution**

During its search for a hardware partner, Beyond Lucid looked extensively at a range of technology companies. "We evaluated a spectrum of vendors with

a larger presence in the Fire/EMS industry, but we decided to work with Dell because it offered the widest variety of products and services, plus alignment with our mission and flexibility to help us scale. Our industry was ripe for innovation; all we needed was a partner to empower us as we deliver new technologies quickly and cost-effectively. We found that partner in Dell," says Feit. Beyond Lucid was first interested in Dell Latitude E6420 XFR fully rugged laptops, which offered the durability and range of features its customers required. However, the move by budget-crunched public-safety agencies toward mobility and low-

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cost operations suggested that tablets would be widely used. Beyond Lucid specifically liked the direction of the Dell Latitude 10 tablet running Windows 8, but a stronger processor was needed in the field, given the range of data that responders collect. Beyond Lucid then took part in hands-on sessions with the Dell OEM solutions team, Dell Rugged team, and Dell Mobility team, and helped shape the Dell Venue 11 Pro tablet, a sturdy, fast-performing device that can be used as either a tablet or laptop when a keyboard is attached.

Beyond Lucid was especially interested in collaborating with the Dell OEM solutions team, which works with partners to develop OEM technologies through a global supply chain for manufacturing, distribution and support. "With Dell OEM, we discovered we could have them put our software on Dell-branded hardware. But our OEM account lead went deeper and learned the details of our business: he understood that we needed a channel by which to deliver MEDVIEW and hardware as a single package directly to our client agencies. He helped us craft a uniquely deployable solution that gives us the stability of partnering with a global company while maintaining our agility as a growing young firm," Feit says.

Dell also accompanied Beyond Lucid to a major EMS trade show to help promote the new tablet-based solutions to prospective clients. "We met one of our most important early adopters at EMS Today 2012, with Dell alongside us. Dell even brought one of its main partners—Intel—into the mix," says Feit. "We owe the company deep gratitude, because

our path would have been less adaptive without the multifaceted Dell team."

### **Beyond Lucid meets customer needs for a durable, fast, lightweight tablet solution**

Beyond Lucid gives its customers the durable, high-performance tablet technology they need with the Dell Venue 11 Pro. "Quite simply, with the Venue 11 Pro, Dell 'hit it.' It's an extraordinary device. It's elegant, even sexy to use, but it feels solid and responsive," says Feit. "Our users love using the Venue 11 Pro because it enables them to do on-screen handwriting and have patients sign transport forms," says Feit. "And the device's front and back cameras are critical given the recent move toward telemedicine—medics can use the Dell Venue 11 Pro to take fast, high-quality pictures of a patient's ID and insurance card, then send those data into the receiving hospital within 30 seconds. The Dell Venue 11 Pro is an intuitive, fully functional computer that our client medics can toss into their field packs without adding much weight. The device's portability also allows us to streamline data handoff to the hospital. Dell has helped MEDVIEW blaze trails within our industry."

### **Customers are more confident because hardware is protected**

The organization can give its customers more confidence, because Dell provides warranties on all tablets sold by Beyond Lucid. "The fact that Dell support and warranty services can be applied to Fire and EMS agencies' daily work is a huge differentiator; our clients often use MEDVIEW in dangerous, even disastrous environments," says Feit. "While it's

rare to have high-risk solutions like ours covered under a service warranty, the fact that they are covered speaks volumes about Dell's willingness to stand behind its products."

### **Flexible model helps the company build its business**

Beyond Lucid has leveraged its relationship with Dell OEM to gain flexibility in developing solutions, as well as to attract investors. "When we first started the company, investors thought that offering our clients the ability to buy hardware meant that we would have to have a warehouse and keep products on hand," says Feit. "When we showed those investors the Dell OEM business model, the conversation changed entirely. Instead of talking about how they didn't want to pay for our real estate, we could focus on our innovations. That was huge."

### **Company saves thousands of dollars**

Beyond Lucid is saving substantial money each year by avoiding the need to have its own facilities to manufacture and distribute hardware. "The ROI we get from working with Dell OEM is thousands of dollars per year minimum, because we don't have to have product on hand," says Feit.

Beyond Lucid also anticipates working with Dell OEM into the future, pushing innovation forward and developing tools to help emergency responders do their jobs safely and efficiently, while saving lives. "Being involved with Dell OEM will continue to drive our technology in exciting directions," says Feit. "It's a great fit for our business, and we're optimistic about the partnership."

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