Xtremesoft, Inc

Overview

Xtremesoft is the leading provider of software solutions that maximize the availability of applications on the Microsoft platform. These solutions enable businesses to transform and process data derived from their applications into business intelligence upon which decisions and code changes can be made.

Physical Office Locations

˝ **Headquarters**
  Woburn, MA

Description of Your Solution

AppMetrics for Transactions enables architects, developers, engineers, system and capacity planners to diagnose problems, improve performance, undertake proactive application management, provide alerts, manage system capacity and generally increase the availability of their mission-critical applications, implemented with .NET Serviced Components and COM+ Components.

Industry & Vertical Focus

˝ **Primary -** Financial Services
˝ **Secondary -** Manufacturing
˝ **Tertiary -** Government

Functionality Selection

˝ **Primary -** Systems Management
˝ **Secondary -** Business Intelligence
˝ **Tertiary -** E-Biz/middleware

Target Audience & Business Need

˝ **Decision maker -** IT Manager

˝ **Users -** Architect; programmer; ops manager
˝ **Need -** COM+ Application performance
˝ **Results -** 7 times faster App response

Customer Segments

˝ **Enterprise >2000 employees**
˝ Time to close sale - 3-6 Months
˝ License Revenue per Customer - $25,000.00
˝ Yearly Installations - 25

˝ **Corporate Account Segment 1000-1999 employees**
˝ Time to close sale - 3-6 Months
˝ License Revenue per Customer - $25,000.00
˝ Yearly Installations - 20

Influence on Microsoft Products

Impact on Microsoft for a typical sale in Enterprise >2000 employees

	# MS Licenses Required	% that make new purchase
Server-SQL 2005-Enterprise	2.0	Most (60%)
Desktop-Excel 2003	5	Most (60%)

Impact on Microsoft for a typical sale in Corporate Account Segment 1000-1999 employees

	# MS Licenses Required	% that make new purchase
Server-SQL 2005-Enterprise	2.0	Most (60%)
Desktop-Excel 2003	5.0	Some (30%)

Customer/Case Study Reference

˝ **Enterprise >2000 employees**
  "Each operation originally was taking 5,420,3 ms. After we adjusted the code (following the tips from AppMetrics and DevPartner); each operation took 781,5 ms. It's an amazing result - the original code was about 700% slower compared to the final one!"

  US Financial Services Co
  "
  http://www.xtremesoft.com/news/news_index.htm

˝ **Corporate Account Segment 1000-1999 employees**

"By using AppMetrics, the availability of the application has increased by several percentage points. Considering for every one percentage point of additional availability 1000 man-hours of down-time are saved--this has resulted in millions of dollars in improved efficiency throughout our organization."

Brazilian Bank
"
http://www.xtremesoft.com/news/news_index.htm

Solution Installed Base

˝ **Number of companies that have purchased**
  150
˝ **Number of users using solution**
  1,000

Microsoft Go To Market Alignment

˝ Operational Efficiency & Productivity

When to engage, when not to engage

Engage when COM+ and/or Enterprise Services (.NET Serviced Components) are being used by the application.

Do not engage when COM+ or .NET Serviced Components are not being called by the Application.

Out of the box - Solution Stack

˝ Diagnostic reporting
˝ Alerting capabilities
˝ Operational reporting
˝ Capacity planning

Solution Environment Integration

˝ COM+
˝ MOM
˝ AppManager
˝ .NET Serviced Components
˝ **Solution Written In**
  C, C++ and Visual Basic

Top Reasons To Buy Solution

˝ Application performing poorly
˝ Application hanging or crashing
˝ Transactions being lost

Top Reasons To Promote Solution

˝ Improve customer satisfaction
˝ Solve the COM+ or .NET S/C issues
˝ App. will run 7 times faster

Sales Geography

˝ **Currently Selling Into:**
  All

˝ **Would Like to Sell Into:**
  All

Contacts

˝ **Primary**
  Michael Dexter-Smith
  Business Manager
  email   mds@xtremesoft.com
  ph. 781-759-1220

˝ **Secondary**
  Christine Swanson
  Sales support
  email cswanson@xtremesoft.com
  ph. 781-759-1265

Pricing and Licensing

˝ We sell by site license or by the number of CPU's monitored. We sell annual and perpetual licenses and do rentals. We have OEM and private label deals.

Buzzwords

˝ COM+
˝ Performance Management
˝ Application Diagnostics

Channel

˝ **How is solution sold**
  Direct
˝ **Is Sales Assistance Provided** Yes
˝ **Current Partnerships**
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˝ **Partner Customization**
  It does not need customization. Partners provide set-up and monitoring services. Many MS contacts.
˝ **Developing Partnerships**

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˝ **Services**
  We have some engineering resources but also rely on partners.

Tell the Customer!

AppMetrics for Transactions monitors the health of, reports on the performance of and diagnoses problems with COM+ and .NET Serviced Components based applications on Windows 2000 and Windows 2003.

Additional Resources

˝ **Primary Link**
  http://www.xtremesoft.com/
˝ **Secondary Link**
  http://www.xtremesoft.com/

Other

˝ **Additional sales/technical materials available**
  We have a field resource center on our web site for Microsoft Professionals.

  It has all of our technical material and sales materials

  http://www.xtremesoft.com/msft/mfrc_intro.htm