



Xtremesoft

## 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 .NET Serviced Components enables architects, developers and engineers to diagnose problems, improve performance, and generally increase the availability of their mission-critical applications implemented within the .NET Enterprise services framework

### Industry & Vertical Focus

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

### Functionality Selection

- ~ **Primary** - Systems Management
- ~ **Secondary** - Tools
- ~ **Tertiary** - Business Intelligence

### Target Audience & Business Need

- ~ **Decision maker** - Senior Engineer, Developer
- ~ **Users** - Engineer, Developer, Programmer
- ~ **Need** - .NET middle tier performance
- ~ **Results** - App runs up to 7 times faster

### Customer Segments

- ~ **Enterprise >2000 employees**
  - ~ Time to close sale - 3 Months
  - ~ License Revenue per Customer - \$4,250.00
  - ~ Yearly Installations - 15
- ~ **Corporate Account Segment 1000-1999 employees**
  - ~ Time to close sale - 3 Months
  - ~ License Revenue per Customer - \$4,250.00
  - ~ Yearly Installations - 10

### 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	Some (30%)
Desktop-Excel 2003	1	Some (30%)

#### 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	Some (30%)
Desktop-Excel 2003	5.0	Some (30%)

### Customer/Case Study Reference

- ~ **Enterprise >2000 employees**
  - "You guys are awesome! In less than 5 minutes, these drilldown reports traced the exact component and method that were giving me trouble - we saved weeks.
  - "
  - [http://www.xtremesoft.com/news/news\\_index.htm](http://www.xtremesoft.com/news/news_index.htm)
- ~ **Corporate Account Segment 1000-1999 employees**
  - "We accomplished a BIG performance gain - the final code runs 7 times faster (about 14%) than the original one.
  - "
  - [http://www.xtremesoft.com/news/news\\_index.htm](http://www.xtremesoft.com/news/news_index.htm)

### Solution Installed Base

- ~ **Number of companies that have purchased**  
25
- ~ **Number of users using solution**  
1,000

### Microsoft Go To Market Alignment

- ~ Operational Efficiency & Productivity

### When to engage, when not to engage

Engage when Enterprise Services (.NET Serviced Components) are being used by the application.

Do not engage when Enterprise Services (.NET Serviced Components) and/or COM+ are not being called by the application.

### Out of the box - Solution Stack

- ~ Diagnostic reporting
- ~ Hung components
- ~ Identifies application bottlenecks
- ~ Increases application availability

### Solution Environment Integration

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

### Top Reasons To Buy Solution

- ~ Application performing poorly
- ~ Diagnostic drilldown reporting
- ~ Components hung

### Top Reasons To Promote Solution

- ~ Improve Customer satisfaction
- ~ Solve .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 site licenses or by number of developer seats required.  
We have OEM and private label deals

## Buzzwords

“ Application Diagnostics  
“ .NET Serviced Components  
“ Enterprise Services

## Channel

“ **How is solution sold**

Direct

“ **Is Sales Assistance Provided** Yes

“ **Current Partnerships**

“ **Partner Customization**

It does not need customization. Many MS contacts

“ **Developing Partnerships**

“ **Services**

We have some engineering resources but also rely on partners.

We have a Field Resource Center on our web site for Microsoft Professionals

It has all of our technical and sales material

[http://www.xtremesoft.com/solutions/trans\\_getstart\\_customer.htm](http://www.xtremesoft.com/solutions/trans_getstart_customer.htm)

Also see the program page:

[http://www.xtremesoft.com/solutions/load\\_diagnostics\\_program.htm](http://www.xtremesoft.com/solutions/load_diagnostics_program.htm)

Product is sold in a pack of five desktops - smaller quantities can be purchased through third party suppliers.

## Tell the Customer!

With AppMetrics for .NET Serviced Components, you can identify the specific software module that's decreasing your application's performance, enabling you to pinpoint problem components that you'll need to debug.

## Additional Resources

“ **Primary Link**

<http://www.xtremesoft.com>

“ **Secondary Link**

<http://www.xtremesoft.com>

## Other

“ **Additional sales/technical materials available**