



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 Load Diagnostics provides a unique load delivery system which applies load from sites all over the world and then analyzes the impact on your web application and recommends areas of potential improvement.

Industry & Vertical Focus

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

Functionality Selection

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

Target Audience & Business Need

- ~ **Decision maker** - IT Director
- ~ **Users** - Operations, QA and Test Teams
- ~ **Need** - Real world web load/diagnostics
- ~ **Results** - Application runs faster

Customer Segments

- ~ **Enterprise >2000 employees**
 - ~ Time to close sale - 3 Months
 - ~ License Revenue per Customer - \$24,999.00
 - ~ Yearly Installations - 5
- ~ **Corporate Account Segment 1000-1999 employees**
 - ~ Time to close sale - 3 Months
 - ~ License Revenue per Customer - \$24,995.00
 - ~ Yearly Installations - 5

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
- ~ **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

Solution Installed Base

- ~ **Number of companies that have purchased**
5
- ~ **Number of users using solution**
5

Microsoft Go To Market Alignment

- ~ Operational Efficiency & Productivity

When to engage, when not to engage

- Engage when a web application is performing poorly
- Do not engage when MS technologies are not being used.

Out of the box - Solution Stack

- ~ Applies progressive worldwide load
- ~ Diagnostic reporting on issues
- ~ Identifies application bottlenecks
- ~ Increases application availability

Solution Environment Integration

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

Top Reasons To Buy Solution

- ~ Application performing poorly
- ~ Diagnostic drilldown needed
- ~ Components hanging

Top Reasons To Promote Solution

- ~ Improve Customer satisfaction
- ~ Solve middle-tier performance
- ~ 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

http://www.xtremesoft.com/solutions/trans_getstart_customer.htm

Also see the program page:

http://www.xtremesoft.com/solutions/load_diagnostics_program.htm

Pricing and Licensing

~ We sell this as a service and product leave-behind

Buzzwords

~ Web Application Diagnostics

~ Load and QA

~ Middle Tier Black-hole

Channel

Direct

~ **Is Sales Assistance Provided** Yes

~ **Partner Customization**

It needs pointing to the correct site and load increasing. We can engage MS consultants.

~ **Developing Partnerships**

~ **Services**

~ **Services**

We have some engineering resources but also rely on partners.

Tell the Customer!

AppMetrics Load Diagnostics combines an external, on-demand network of agent computers with sophisticated server-side monitoring to duplicate what happens in the "real world" rather than the simulated world of the test lab, bringing all aspects of the infrastructure into play so that bottlenecks and other nasties can be uncovered and fixed before your customers find them!

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 and sales material