IBM®

2sms.com accelerates time-to-market with IBM Innovation Center

2sms.com

The Challenge

Expand marketplace presence of a small company

Enable better integration of short message service (SMS) into its service offerings

Why the IBM Innovation Center

Streamlines solution development and selling

Offers comprehensive hands-on assistance

Provides access to sales and marketing support

Helps save time and money

The Solution

Leveraging the IBM Innovation Center, to aid in the development and testing of a portlet solution

The Benefits

Acquired top-rate assistance—IBM Innovation Center acted as extension of 2sms.com team

Obtained face-to-face and remote help

Fast problem resolution with comprehensive, in-country assistance

Facilitated quick and easy testing

Improved competitive advantage

Expanded sales opportunities and enhanced credibility

Achieved cost-savings

ON **DEMAND BUSINESS**™

Founded in 1996, 2sms.com is a fast-growing company based in the UK, providing mobile intranet and Internet services that allow communication from computers to mobile phones. The company's simple integration tools allow customers to immediately add text messaging capabilities to their own systems—and offer instant productivity gains for customers.

Increasing sales opportunities

In order to expand its presence in the marketplace, 2sms.com believed that better integration of its short message service (SMS)— which transmits text messages to and from a mobile phone, computer and/or any server on an IP address—into its service offerings was necessary. The company sought a business partner to help in this effort. "The most important reason we chose IBM—beyond the fact that its solutions provide proven results—was because IBM people really wanted to help," explains Tim King, 2sms.com CEO.

"Many of our potential customers were already invested in IBM technology, so rather than trying to convince them to buy new software, we decided to offer them something they could add onto existing IBM investments that would enable text messaging—and this led us to conclude we needed a portlet," says King.

Creating a portlet independently would have been too costly for 2sms; with IBM's help, it was possible. "We developed the portlet at no charge through access to the IBM Innovation Center (one of the solution development resources

available through the PartnerWorld® program). We received guidance that was quick, simple to understand—and at the right level. Plus, the IBM PartnerWorld program was well defined and easy to navigate and implement," comments King.

Creating and testing the portlet

With the help of the IBM Innovation Center, developing and testing a portlet solution was painless for 2sms. "We were invited to the Center in Hursley, U.K., where IBM consultants helped with the technical aspects of development. The Center also helped us plug into the IBM sales and marketing channel, supporting the revenue part of the operation—as opposed to the technological side," explains King.

The IBM Innovation Center, technical consultants set up the test environment—consisting of iSeries™ servers, xSeries® servers, WebSphere Portal-Express and WebSphere Application Server, which 2sms.com then accessed via IBM's secure virtual private network from their own location. Having use of iSeries™, pSeries® and zSeries® machines in one "hit" was a big time saver for 2sms, as was obtaining access to the RedHat® Linux® and Lotus® Portal.

After successful acceptance tests to verify the portlet exhibited integration with WebSphere Portal, the solution was validated. As a result, 2sms.com earned the "Ready for IBM WebSphere Portal software" mark, which connected the company to leads from IBM salespeople and Business Partners.

Porting to Linux through Chiphopper

2sms.com has also worked with U.S. IBM Innovation Centers to complete the porting project to Linux through the IBM Chiphopper offering—which provides tools and support for migrating Linux applications. "IBM was extremely helpful in all aspects of this second engagement. IBM ensured that 2sms.com understood the

process and identified all the IBM people working on the project. A document was provided on engagement details. Testing of our WebSphere portlet started on the due date, and the time zone differences between the East/West Coast and the UK were not an issue. 2sms.com completed its testing on time, and the case was concluded with efficiency. We could not have asked for more," says King.
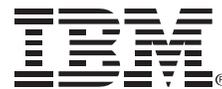
Validating the solution, winning new business

With the help of the IBM Innovation Center, 2sms.com has successfully expanded its customer base. "2sms.com definitely gained a competitive advantage and realized new opportunities as a result of teaming with IBM. Some of our customers have used our IBM WebSphere portlet directly—and revenue has flowed. More importantly, being able to demonstrate that we've had our software validated lends a lot of credibility," says King.

2sms.com has saved a considerable amount of money. "We have avoided significant costs as a result of using the IBM Innovation Center. We didn't spend the roughly $80,000 that would have been required to build the portlet. Plus, we benefited from time with senior level IBM staff and technicians—which at market rates—would have cost a couple of hundred thousand dollars," comments King.[1]

Finally, 2sms.com has given its customers peace-of-mind. "We've really benefited from being able to tell customers that our software works in conjunction with the IBM technology investment they've already made, and IBM has helped us validate that our solution is both effective and of high quality," says King.

Continuing success with a growing business collaboration

2sms.com is currently working with the IBM Innovation Center to extend its portlet to operate in a mobile environment with WebSphere Everyplace Access. "We have taken advantage of

every certification and validation program IBM offers. Now, we have some exciting strategic opportunities to go into some pretty big organizations and work in conjunction with IBM," says King.

For more information
www.**ibm.com**/partnerworld/iic

www.2sms.com

Or contact support@2sms.com

1 Results may vary