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What's Next for ISVs



IM, Presence Solution Vendor Doubles Revenues, Sees Future, in Microsoft-based Solutions Market

Fast Facts

ISV: Instant Technologies

Web site: www.instant-tech.com

ISV Profile

Based in Durham, New Hampshire, Instant Technologies specializes in innovative compliance and productivity solutions for Microsoft Office Communications Server and IBM Lotus Sametime.

Solution Profile

Instant Archive Viewer for Microsoft Office Communications provides search, retrieval, and discovery of instant message files.

Delivery Partner: Hanu Software

Web site: www.HanuSoftware.com

Contact: Anil Singh

Email: asingh@hanusoftware.com

Phone: 1.732.668.3691

Country or Region: United States

Industry: Information technology

Partner Profile

Hanu Software is a global IT consulting and services provider, with corporate business offices located in Princeton, New Jersey and an engineering campus located in Gurgaon, India.

Previous Solution

- IBM Lotus Sametime

Microsoft Solution

- Microsoft Office Communications Server 2007

“There’s growing momentum for Microsoft Office Communications Server among customers of all sizes, helping to grow our business more quickly.”

Peyton McManus, President, Instant Technologies

Previous Solution

Instant Technologies was formed in 2002 to take advantage of the then-nascent technologies of instant messaging and presence. Company founders saw these technologies as a platform upon which they could build value-added solutions. Chief among those solutions was an Instant Archive Viewer that provides search, retrieval, and discovery of instant messaging files, enabling corporations to meet audit and other standards for communications.

Business Challenge

The company built its Instant Archive Viewer to support the Java-based IBM Lotus Sametime instant messaging platform. At the time, that was the dominant and most mature enterprise platform for instant messaging, according to the company.

But it wasn't to remain that way. By 2005, the company's customers were asking for an Instant Technologies product based on Microsoft Live Communications Server (and, now, Microsoft Office Communications Server). The demand for Microsoft-based solutions has only continued to grow.

Microsoft Solution

Working with Microsoft Gold Certified Partner Hanu Software, Instant Technologies developed product versions of its Instant Archive Viewer for the Microsoft environment.

The company is now working to expand product functionality to include alerting and notifications through instant messaging, and to move its other Java-based products to the Microsoft environment.

Benefits

- **Increased revenues.** Developing for the Microsoft platform has increased the company's revenues by 100 percent and Microsoft-based revenues now comprise the majority of the company's income.
- **More cost-effective development.** Staff and consulting resources are more abundant and less expensive for the Microsoft .NET Framework than for Java.
- **Larger, more diverse market.** The company sees accelerating momentum for the Microsoft platform among customers of all sizes, helping the company to grow faster and mitigate risk compared to Java.

