

## Use of focused resources helps Kaptia go to market faster

Kaptia Corporation is a start-up company based in Chicago, Illinois. Established in 2007 by thought leaders with hands-on experience in business process management and IT Life Cycle management, Kaptia helps their clients create and distribute business information that will optimize their services, enhance operational efficiency and improve business transparency and agility.

Kaptia have a product called KaptiaLynx - Business Policy-Rule Collaborator which integrates with Rational® RequisitePro and WebSphere® Service Registry and Repository. They wanted to implement best practices and test their product prior to the scheduled release. They engaged with the IBM® Innovation Centers to gain access to infrastructure and assistance, which helped them reduce costs and time to market.

The first step was to receive best practice advice from Rational and WebSphere specialists regarding integration. Because of Kaptia's wish to integrate their product with Rational RequisitePro, the architect recommended they leverage the "Ready for IBM Rational software" initiative to validate the integration they build into their product.

Kaptia then worked with the IBM Innovation Center in Chicago to test their product in a stable multi-user environment. With a development team based all over the world, Kaptia accessed the technical resources both remotely and at the center. Successful load testing gave them confidence that their product would scale in any client environment. Next, working remotely with the IBM Innovation Center in Waltham, Kaptia were guided through the validation of their product for "Ready for IBM Rational software".

Kaptia attended the "Maximize your relationship with IBM" business seminar. This helped them connect with the right people to leverage IBM's technical, marketing, selling and collaboration resources effectively. Kaptia also used the center's facilities for client meetings to help progress their selling activities. Currently, Kaptia are engaged with a Project Resource Manager for help to become an Advanced member of IBM PartnerWorld®.

Ajay Sharma, CEO, Kaptia commented "Being an IBM Business Partner has provided us with the platform we need as a start-up company. We are immensely impressed with the amount of resources that IBM provides to their Business Partners. It's true value collaboration."



Kaptia Corporation <http://www.kaptia.com>  
IBM Innovation Center [ibm.com/partnerworld/iic](http://ibm.com/partnerworld/iic)

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