

Nastel uses IBM Innovation Center resources to extend its value for System z users and to increase its market presence

Nastel Technologies is a leading global provider of business transaction performance (BTP) solutions for mission-critical applications spanning both the distributed and mainframe tiers. Their AutoPilot suite provides businesses with 360° situational awareness of both operational and transactional data, reduced transactional latency and improved business transaction performance to ensure optimum service levels while eliminating the hidden costs, or "stealth waste," in business processes. AutoPilot M6 and its embedded complex event processing (CEP) engine enables you to quickly find and fix problems – and even predict and prevent them – before they can impact your business.

By joining IBM PartnerWorld®, Nastel was able to use the development resources and assistance available to help build integrations to IBM platforms and software. Nastel engaged with the IBM® Innovation Center in Dallas to use the System z® Remote Development Program to develop their solutions, AutoPilot M6 and AutoPilot TransactionWorks (the more recent addition to the product family).

The IBM Innovation Centers also offer access to local and global marketing, sales and collaboration resources. Nastel executives attended the popular 'Maximize your Relationship with IBM' business seminar, to learn how to get a fast start with these resources. A key next step for Nastel was to engage with an IBM Marketing Resource Manager (MRM) to build a personalized plan and identify the resources best suited to meet their business objectives. By using these resources, Nastel has saved significant capital expenditure. A specific example is a recent joint Webinar they conducted with IBM's assistance. Nastel received best practice advice and planning support from their MRM, both before and after the event to ensure effective results and follow-up.

Since then, Nastel executives have attended a 'Connect to Win' event, where CEOs and senior executives meet with IBM representatives and Business Partners to explore ways to drive business together. Their MRM was also able to determine an appropriate IBM reseller for Nastel to work with.

Charley Rich, VP Marketing & Product Management for Nastel comments "Nastel has taken advantage of multiple marketing and selling benefits provided by IBM. Our market presence has increased significantly due to these activities."



Nastel Technologies <http://www.nastel.com>

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