

OpTier use IBM Innovation Center resources to progress customer opportunity

OpTier is a leader in Business Transaction Management (BTM) for the enterprise assuring that business transactions flow smoothly within IT applications and infrastructure without bottlenecks or outages, for improved end-user experience and reduced costs. Using unique Active Context Tracking (ACT) technology, their product CoreFirst delivers end-to-end visibility – of all business transactions, across all tiers, all the time, by continuously discovering the links between IT components and business services. It also prioritizes IT transactions and processes based on business needs, for true IT optimization.

The OpTier development team is based in Israel and has been working with the local IBM Innovation Center since 2005. Most recently, OpTier contacted the IBM® Innovation Center team for assistance with a customer opportunity in a large financial institution. OpTier needed to port their solution to System p® and System z® with WebSphere® MQ. They did not have a mainframe machine in-house to do this. The IBM team swung into action, providing OpTier with access to a WebSphere MQ architect and running a WebSphere Extended Deployment (XD) workshop for the OpTier team. The IBM team then arranged for OpTier to access System z hardware remotely at the Boeblingen Laboratory, via IBM's Virtual Loaner Program.

With this comprehensive help, OpTier were able to provide that their application could scale and run on System p and System z machines. An improvement in performance has also been achieved. The skills OpTier have gained have made it possible for them to expand to new markets.

OpTier is an IBM PartnerWorld® member, which gives them access not only to technical resources, but also marketing and sales resources at the 40+ IBM Innovation Centers. OpTier are now beginning to take advantage of these. They engaged a Marketing Resource Manager to develop a market plan and an OpTier executive attended a 'Connect to Win' event at the Toronto IBM Innovation Center, where CEOs and senior executives meet with IBM representatives and Business Partners to explore ways to drive business together.

Amir Alon, CTO of OpTier commented "The IBM Innovation Center provided OpTier with the necessary facilities for the development and testing, allowing us to develop and deliver our unique Business Transaction Management solution CoreFirst on z/OS and z/Linux architectures."



For further information:

OpTier <http://www.optier.com>

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