

BrainConnect gains competitive advantage with the Ready for IBM Lotus validation at the IBM Innovation Center

BrainConnect Sdn Bhd, an IBM Advanced Business Partner, is the regional subsidiary in Asia for BrainConnect AG, a Switzerland based CRM and Documentation/Workflow solution specialist. BrainConnect have strong experience and knowledge in the post-sales environment, with skills in Microsoft Windows®, IBM® Lotus Notes®/Domino® and the SAP/R3 domain. They leverage these skills to provide their customers with the best possible solutions to address business needs and requirements.

In order to increase brand awareness and product capability recognition, BrainConnect worked closely with the IBM Innovation Center in Kuala Lumpur to achieve these goals. The wide range of the latest state of the art resources, coupled with the expert technical knowledge provided at the IBM Innovation Center, enabled BrainConnect to test their Lotus Domino applications on various IBM hardware and Operating System platforms. Product performance tests were also performed on the various IBM servers.

“We highly appreciate the professional support from the IBM Innovation Center. The BrainConnect CRM solution has now been validated as ‘Ready for IBM Lotus’ and ‘IBM ServerProven’. These validations prove that our application is compatible with the various ranges of IBM servers and operating systems such as Microsoft Windows, Linux, AIX® and i5/OS®. We realized tangible and immediate benefits such as the reduction of the proof-of-concept and sell cycles, as well as gaining competitive edge. Our customer, Geowell Sdn Bhd, immediately signed up with us, following the validations, and we deployed our off-the-shelf software in their office within one month!” comments Angel Tan, Business Development Manager.

She adds, “In a competitive market, we are always challenged to make BrainConnect outstanding and to gain customer trust. With the IBM Innovation Center support, our development team has saved a lot of time in the installation and the actual testing of our application to meet customer demands. The professional engagement with the IBM Innovation Center gives us the confidence in providing world-class quality solutions to our customers. The recent ‘Maximize Your Relationship’ business seminar, held at the IBM Innovation Center, has further reinforced our relationship with IBM, by linking us with the right IBM personnel to help us build, market and sell our solutions.”



For further information:

BrainConnect Sdn Bhd <http://www.brainconnect.com.my>

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