

Aviator Software taps new revenue sources via ASP Prime

Overview

■ **The Challenge**

Validate scalability and “fine-tune” the Aviator document management application for Web-distribution in the ASP market

■ **The Solution**

IBM ASP Prime—part of IBM Blue Velocity

■ **The Benefit**

Verified that the application could be scaled and operate properly in a hosted environment, thereby providing powerful new distribution opportunities in the ASP market, including through IBM Global Services

Document management for Domino™ users

Founded in 1997 and headquartered in Tucson, Arizona, Aviator Software, Inc. provides a powerful, affordable, user-friendly document management solution for Lotus® Notes®/Domino sites. Currently serving over 80 customer sites, the company's flagship product, Aviator, simplifies and reduces the number of steps in managing documents, saving users valuable time and effort.

To prepare the Aviator product for wider distribution in the ASP market, the company participated in the IBM ASP Prime program, one of the many programs in IBM Blue Velocity. “We saw the ASP model as a powerful way to grow our business and, at the same time, help customers reduce IT costs,” says Steve Levine, President and Chief Operating Officer of Aviator Software.

Aviator ‘a perfect fit’ with ASP market

Aviator provides centralized libraries where users store and manage documents in any format. Users can track documents as they are edited, collaborate easily with others, and perform searches to locate content quickly, among other functions. The program is ideal for QS/ISO 9000 and ISO 14000 documents, marketing collateral, agreements and contracts, as well as technical, insurance, and project documents.

“Certification by IBM ASP Prime program provides us with important validation of Aviator as a hosted solution.”

*Steve Levine
President and
Chief Operating Officer
Aviator Software*

IBM Blue Velocity™

A network of resources and a leading array of programs and offerings designed specifically for today's Internet-based companies.



Application Name	Middleware	Database	Operating System	Hardware	Processor
Document Management	Lotus Domino	Lotus Domino	Windows® 2000 Server	IBM @server xSeries	Intel® Pentium® III

Because the application is based on Domino and already Web-enabled, Levine says that Aviator is a “perfect fit” for the ASP market. “Mainly, we needed to verify that Aviator could be scaled and operate properly in a hosted environment,” he explains.

Getting ready at ASP Prime Center

To conduct those tests, Aviator Software turned to the IBM ASP Prime Center, a resource available through IBM Blue Velocity. ASP Prime is designed to help companies like Aviator get ready for the ASP arena. It provides education, applications evaluation and technical support, among other functions.

Aviator Software chose the ASP Prime Fast Start for Lotus Domino practice, which provides important resources to rapidly test and modify Domino applications in an ASP environment. The work was completed at the ASP Prime Center in San Mateo, California, where technicians also validated Aviator’s capability to scale as a Web-delivered application. The company used the testing data to gauge various configurations for market pricing as well.

In all, the results far surpassed expectations, Levine says. Aviator Software is now able to offer additional value-added services to existing customers as well as a purely

hosted solution to new customers. “Certification in ASP Prime strengthens our position as a leading document management solutions provider,” he says. “We were very pleased with the ease of the process and the professionalism of the entire ASP Prime team.”

IGS future hosting provider

Now that Aviator is certified by ASP Prime, Levine is looking forward to using IBM Global Services as a hosting provider who will help them distribute the Aviator product worldwide. “This whole experience with ASP Prime has many long-term ramifications, from opening new distribution channels to increasing revenue opportunities with resellers,” says Levine.

For current customers, an ASP-delivered Aviator product promises to lower the total cost of ownership by eliminating software and hardware administration and maintenance costs. But perhaps the biggest customer benefit is the evolving relationship between IBM and Aviator Software. Says Levine, “Knowing we’re aligned with IBM, and using all IBM technology, gives our customers the peace of mind that their information is secure.”

For more information

To learn more about IBM solutions for Internet-based companies, visit ibm.com/bluevelocity or contact your local IBM sales representative.



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Department RH9A
1133 Westchester Avenue
White Plains, NY 10604

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