

Fimasys gains a competitive advantage and increased visibility with assistance from IBM Innovation Center and PartnerWorld Industry Networks resources



Overview

The Challenge

To meet demand from their customer base, Fimasys® needed to test their applications in an IBM production environment.

The Solution

The resources available through the IBM Innovation Center in Paris, France.

The Benefit

Fimasys has successfully completed performance tests on their applications and are able to guarantee to their clients and prospects that their solutions will manage high volumes of information with good response time in an enterprise-class production environment.

In an increasingly globalized marketplace, the competition for market share forces companies to be faster and more flexible than ever in addressing new and continuously changing business requirements.

Nowhere is this more evident than in the financial services marketplace where companies are looking to implement new products at lower cost and expect them to be available in a matter of weeks or months in their niche markets, as well as in relatively small or emerging markets, such as Central Europe and Asia. Financial services software providers must, in turn, be able to develop and implement their IT solutions more and more quickly and cost-effectively.

Headquartered in France, but servicing customers throughout Europe and the international market, Fimasys provides integrated and fully Web-based solutions that perfectly fit the needs of those who require centralized solutions.

Comprehensive, industry-specific SOA solutions

Their ProFinance® application suite provides companies in the loans and leasing services field, such as retail commercial banks and specialized finance institutions, with a completely

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Alain Broustail,
sales engineer,
Fimasys



customizable front, middle, and back office management software solution for dealing with consumer loans, revolving credit, motor financing, leasing, dealer financing, factoring and fleet management. Many of these processes that were formerly managed manually, or through complex interfaces, can be fully automated with ProFinance.

The ProFinance applications are based principally on a Java 2 Platform, Enterprise Edition (J2EE) multi-tier, Service Oriented Architecture (SOA) that can be integrated with a wide range of technical environments, including the Linux™ and IBM AIX® operating systems with IBM WebSphere® on IBM System p™ servers and the IBM TotalStorage® disk storage system.

“As a full J2EE solution,” says Alain Broustail, sales engineer at Fimasys, “ProFinance is one of the very few solutions in its marketplace answering the requirements for SOA.”

With SOA, companies can increase the flexibility of their business processes, strengthen their underlying IT infrastructure and retain and reuse their existing assets. It is a flexible, robust infrastructure on which to model, assemble, deploy and manage business processes for the current on demand business environment. It allows for end-to-end solutions that can be customized to requirements, timetables and priorities while remaining cost-effective.

Another Fimasys solution is WebEpargne, a solution dedicated to managing employee and retirement savings accounts. It is designed to address the needs of bank



subsidiaries and insurance groups that commercialize their employee savings schemes.

IBM Innovation Center support

Fimasys is an IBM Business Partner and Advanced level member of IBM PartnerWorld®. They participate in the PartnerWorld Industry Networks for automotive, retail, and wholesale and have also met the qualifications for industry-optimized status in the banking industry network.

They've made good use of the resources that are available to them as an IBM Business Partner.

To meet demand from their customer base, Fimasys needed to test their applications in an IBM production environment. They found what they needed at the IBM Innovation Center in Paris, one of more than 30 such centers provided by IBM worldwide to give Business Partners hands-on assistance throughout the development cycle.

“It gives us a competitive advantage, especially with prospects that are already equipped with IBM products and want to continue to build on that investment.”

Alain Broustail,
sales engineer,
Fimasys

Fimasys first used the Paris center in 2005 for comprehensive performance testing of WebEpargne to test its resistance to high volume data processing and determine associated response times. That engagement was followed by two benchmarks and testing of ProFinance in 2006 – one in March and April for the ProFinance Revolving application, the other for the ProFinance Wholesale application in June and July.

Along with their expertise and problem-solving skills in System p, TotalStorage, AIX and WebSphere, the staff at the IBM Innovation Center in Paris provided Fimasys with remote access to the systems they needed for testing through the IBM Virtual Loaner Program. The support included assistance in configuring and tuning a third-party test tool for heavy load generation.

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Pascal Martinez,
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Fimasys

“The assistance we received from the IBM Innovation Center staff enabled us to meet our RFP and RFI requirements for large scale projects and to extend our customer portfolio to larger enterprises,” said Broustail.

“After successfully completing the performance tests carried out at the center,” he continued, “we are able to guarantee to our clients and prospects that our solutions will manage high volumes of information with good response time in an enterprise-class production environment.”

Broustail also says that the assistance from IBM to help verify Fimasys product quality and compatibility is now taken into account by customers in their decision-making process. “It gives us a competitive advantage,” he said, “especially with prospects that are already equipped with IBM products and want to continue to build on that investment.”

Visibility in the marketplace

“We chose the IBM Business Partner program primarily because of our application server needs,” says Pascal Martinez, product marketing director at Fimasys, “but have found that the PartnerWorld Industry Networks sales and marketing resources have also helped us gain visibility in our marketplace.”

Fimasys has listed their software in the IBM Business Partner Application Showcase, where thousands of customers come to ibm.com each day to search for applications that fit their requirements. Plus, Fimasys gets visibility for their company and applications in front of IBM sales



personnel and executives. Searchers who find these listings will see that Fimasys has been given an "industry expert" designation, attesting to their industry-optimized status.

They're also using IBM Sales Connections to get connected with representatives of the global IBM sales force who have the right experience, skills and contacts to help during the most critical parts of the sales cycle for their working deals.

In addition, Fimasys has been featured on Software TV, an online resource available to Business Partners through IBM France. Their segment includes a live demonstration of Fimasys solutions, showing potential customers much more than words could ever describe.

"The sales and marketing benefits have given us the ability to communicate about our products and technology from different perspectives," Martinez said, "giving our customers and prospects a truly thorough image of Fimasys."

Teaming for success

SOA is all about business flexibility and efficiency. Achieving that requires skills and experience, and that comes from developing and sharing knowledge and expertise through collaboration and teamwork.

It looks like IBM and Fimasys are on the right track.

Learn more

For more information about Fimasys, visit their Web site at fimasys.com

Read about the Fimasys solutions in the IBM Business Partner Application Showcase at ibm.com/software/showcase. Type **Fimasys** in the search box.

Get more information about the worldwide IBM Innovation Centers at ibm.com/partnerworld/iic.

Find out more about IBM PartnerWorld Industry Networks benefits and resources at ibm.com/partnerworld/industrynetworks.



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