

Globalogic Helps Small Businesses Go Back to School with IBM Start Now

Small Business School is a weekly TV show that airs on PBS-member stations. Since 1994, it has been the only series on television about how business works. From Miami to Seattle and from Los Angeles to Boston, business owners explain how they have built businesses, created jobs and added value to their communities. Airing on most PBS-member stations through the National Educational Television Association, the show is also distributed to colleges and universities in the USA by the PBS Adult Learning Service and aired by the United States Information Agency in major cities around the world.

Since 1995 Small Business School (www.smallbusinessschool.org) has offered a rich Web site to provide viewers with in-depth support material for their show. But over the years the site had grown unwieldy. With more than 30G of streaming video and 400Mb of data, its flat-file HTML architecture could not support some of the site's most compelling features, including:

- Interactivity with the study guides
- Dynamic creation of HTML pages based on the user's answers within database files
- Four user-selected levels of gaining access to these answers

Affordable Entry Point for Small Business School

"I knew I was way over my head but we were on a very limited budget," comments Small Business School Executive Producer and founder Bruce Camber. "Our registration and overall database designs were random and inflexible, and there was no support for commercial transaction processing."

"I wanted something to alleviate my pain and give us a solid foundation. I looked for the most scalable middleware that could support thousands of simultaneous users of database and streaming media functions," Camber continues. "I compared IBM with Cold Fusion, COM+, and even a few custom-tailored systems. But IBM's Start Now for e-Commerce addressed my scalability concerns and gave me an affordable entry point that the other products couldn't."

Up and Running in 60 Days

Small Business School moved to the top of the class in just 60 days with the help of Carlsbad, CA-based Globalogic (www.glc-web.com). A leader in the architecture, development, integration and management of enterprise-class web-enabled business solutions, Globalogic's customer list includes Target, Lands End, Rockwell and EDS. To meet Small Business School's requirements, Globalogic rapidly developed and implemented an extensive data model and scalable architecture based on IBM Start Now for e-Commerce.

For Drake Philbrook, CEO of Globalogic, the choice of software and hardware was obvious. "Considering its scalability and longevity, Start Now has no real competition at this level," he says.

WebSphere® Application Server and DB2® Universal Database manage the delivery of a concurrent high-bandwidth video based curriculum while interacting with the course's students to capture their study guide responses and ensuring data security. IBM WebSphere Commerce Suite is used to manage the presentation of course descriptions and the collection of tuition fees.

Top Marks for Services to Software Revenue

Rapid implementation is great for the customer's bottom line, but IBM Business Partners achieve tangible benefits, too. "A Web site is a living, growing entity that needs to adapt constantly," explains Philbrook. "That's why Start Now is a great entrée to new e-business opportunities — it guarantees us a profit in Phase 1 and opens the door for additional services. We expect to earn \$10-15 of services revenue for every dollar of IBM Start Now software we provide."

Globallogic has been in business four years, supporting a cross-industry customer base throughout the western US. The company originally provided its own customer Java architecture and design tools, but decided it could create a more sustainable business model by aligning with a major technology provider. The search led Globallogic to IBM, where the company is now a Premier member of IBM PartnerWorld®, enjoying 100% YTY growth through delivery of IBM e-business technology.

“We compared IBM to other companies, but no-one offered a better combination of products, stability and commitment to its Business Partners. IBM is second to none,” says Philbrook. “I’ve belonged to other programs — including Sun’s — but no-one can match IBM’s partner offerings.”

Philbrook cites IBM’s marketing support and reimbursement for training and certification as major benefits. The company holds a wide array of IBM certifications, including IBM Certified for e-business-Business Partner and individual e-business certifications for Technologist, Advisor and Designer; as well as certifications in IBM WebSphere® Commerce Suite, WebSphere® Application Server, DB2® Universal Database, MQSeries® and VisualAge for Java™.

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