



Team

 Live Documents

Success Story

Live Document
Intel® Software Partner Program
Multi-Core Technology Focus



InstaColl

"Our status as a member of the Intel Software Partner Program, not only provides us with benefits designed to drive new product development and innovation, but also provides resources that help us increase our market presence. As part of our long-term focus, we remain committed to developing and selling products based on Intel platforms."

- P.V. Mohan, InstaColl

Challenge

InstaColl is a startup organization wanting to partner with key technology leaders and influencers to expedite its go-to-market strategy. Since Live Documents* is a unique cross platform Office productivity and collaboration tool for enterprises and Small/Medium Business, it is essential for it to be enabled and benchmarked on the latest Intel multi-core processor to ensure optimum performance for the end customer.

Solution

As a member of Intel® Software Partner Program, InstaColl gained access to Intel's vast network of channel partners and vendors that will help it to quickly ramp up its business in India and abroad. Furthermore Intel engineers worked closely with InstaColl developers to optimize their software for multi-core processors and identify any grey areas in the product that could be further refined. Intel is also actively involved in InstaColl's launch and other go to market activities.

Learn more:

www.intel.com/partner

Collaborating for Success with the Intel® Software Partner Program

InstaColl decided to benchmark its office productivity tool "Live Documents" on Intel's next generation processor

"Being a startup company offering a unique office productivity tool to enterprises, InstaColl was keen to enable and benchmark its product on next generation Intel platforms, to ensure that its application was in tune with market trends and customer requirements," says P.V. Mohan, Vice President, InstaColl. He is responsible for InstaColl's collaboration with Intel. "This is why we decided to further expand our collaboration with Intel and join the Intel® Software Partner Program. We are sure that the program will also serve to expose us to a larger market through Intel's extensive network of channel resellers both nationally and internationally."

Cross-platform, secure and seamless document management with plug-in, client and web options

InstaColl Live Documents provides users with a seamless way to securely create, share, control and manage documents, spreadsheets and presentations on the desktop or on the browser. By marrying the strengths of the desktop and the web into a synchronized solution, Live Documents enables users to access documents on the web or the desktop and view and edit them anytime on their browser. This unique platform is a next generation office productivity and collaboration tool that facilitates in-context, simultaneous document creation, editing and management securely and seamlessly on any operating system. The Live Documents desktop client also ensures offline access to documents a feature that is not offered by any other online office application. The next time the user goes online; Live Documents automatically synchronizes all changes affected by all the other users in the group to ensure that there is only one version of the truth.



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Faster Go-to-Market with Intel

Since Live Documents is a fledgling application suitable for a wide range of industries, including manufacturing, financial services, health care and government services, InstaColl constantly strives to foster and develop strategic alliances with influential pioneers and technology providers in the world. "These partnerships not only help us enhance our ability to develop and deliver cutting-edge products and services, but also provide us with resources to help us increase our market presence," explains P.V. Mohan.

As a member of Intel Software Partner Program, InstaColl's team of developers benefited by gaining insights into Intel's technology roadmap and having access to next generation hardware innovations at a very early stage. As a result of working closely with Intel engineers, InstaColl developers were convinced of the need to enable and benchmark their application on Intel multi-core processors, in order to align themselves with market trends and customer requirements. InstaColl used Intel® VTune™ Analyzer to identify where their software could be threaded to fully leverage Intel multi-core processors to gain optimum performance. "Intel VTune Analyzer has helped us extensively in identifying the grey areas in our product, subsequent to which we have rectified them and have observed a 20% enhancement in product performance. Post VTune Analyzer, our product is definitely optimized for performance on Intel's new platform," relates P.V. Mohan.

InstaColl was able to access an Intel remote server facility which enabled InstaColl to not only run the Intel VTune Analyzer tool on

their application, but also evaluate the performance of their product on high end servers. Thereby, InstaColl was able to observe significant performance gains due to multiple threading and now recommends multi-core processors as the ideal candidate for Live Documents. In addition to providing the opportunity of testing their products on next generation Intel platforms, the Intel Software Partner Program also supports InstaColl extensively in their go-to-market campaign. Through the Intel Business Exchange, InstaColl gains immediate access to the world's most extensive network of resellers and small/medium businesses, helping them find new customers and partners to grow their business nationally and internationally. The local Intel team also helps InstaColl forge important OEM partnerships for bundling their product with the OEM offerings.

As an Intel Software Partner Program member, InstaColl also avails of other marketing resources such as, co-marketing campaigns, collateral building and marketing funds to promote a business solution while participating in an Intel custom sales campaign.

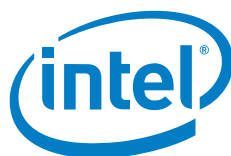
The local Intel team was actively involved in InstaColl's launch in India by the company's founder and chief evangelist, Sabeer Bhatia. InstaColl's relationship with the Intel Software Partner Program was well covered in the event, which was attended by over 80 media representatives.

InstaColl will utilize the marketing resources of the Intel Software Partner Program as they continue their go-to-market strategy to enable the company to expand markets and grow its business across the globe.

About the Intel Software Partner Program

The Intel Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



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