



# Why IBM is the partner of choice

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Instantiations, a leading software developer, is a perfect example of achieving business success through IBM go-to-market and development programs offered by PartnerWorld for Developers. Instantiations provides leading-edge software products, services and technologies for Java developers, specializing in helping clients build and deploy high performance software systems.

In 1999, Instantiations increased their participation in PartnerWorld for Developers, advancing from Member to Advanced level. (Membership in PWD is divided into Member, Advanced and Premier levels.) Instantiations' advancement was due in a large part to the success of their products with the development projects of several Global 1000 companies.

## Meeting the challenge

The challenge facing Instantiations was finding out how they could leverage their expertise in development productivity tools, combine this with industry standard offerings from a larger partner, and meet the needs of both enterprise and small and medium business customers.

The solution was apparent to the executive team at Instantiations. According to Mark Johnson, VP of marketing and business development, "IBM's product offerings and PartnerWorld for Developers provide us with the breadth and depth of marketing and sales support that we need to be successful with our customers and lower our cost of business. CodePro Studio is the perfect complement to the WebSphere Studio suite of products. The ease-of-doing business through the PartnerWorld for Developers program has allowed us to be successful in this marketplace

solving the needs of the Java development community. IBM's programs have helped us meet our overall business objectives."

## Capitalizing on IBM services

Instantiations worked with the IBM Solution Partnership Center (SPC), [ibm.com/partnerworld/developer/spc](http://ibm.com/partnerworld/developer/spc), in Waltham, Massachusetts to certify their solutions as xSeries ServerProven. By utilizing the virtual private network (VPN)-based services offered by the SPCs, Instantiations was able to engage multiple members of the development team without incurring the costs of travel.

Through VPN, Instantiations was able to successfully complete their validation, receive certification, and display the ServerProven logo in their Global Solutions Directory entry—increasing their visibility and potential for direct leads. Johnson states "IBM has delivered sales leads to us through the Global Solutions Directory and other PartnerWorld for Developers offerings, helping us to increase our profitability and growth. In this way, we have successfully leveraged our relationship with IBM to expand our reach to new customers and markets." Being the first ISV to become validated Ready for WebSphere, Instantiations was no stranger to the benefits of being validated. Validation not only gains the confidence of your customers, but saves them time in evaluating tools and making purchase decisions.

## Building on the success of others

The Iowa-based Principal Finance Group, incorporated the technologies of Instantiations and IBM into usable products—enabling the Principal Financial Group to rapidly build crucial business applications.

CodePro Studio from Instantiations was just what they needed. "The most significant advance that CodePro Studio has provided us is the ability to maintain a repetitive, automatic build and deployment process during off-hours, alleviating tying up a developer's machine during peak development time," according to Mark Herbsleb, senior technical analyst at The Principal. "Before we had CodePro Studio, this process had to be done by hand, was error-prone, and took up a significant amount of time—preventing other work from being done. We have been able to improve our time-to-market by leveraging the productivity tools from Instantiations along with development tools and deployment environments from IBM, and the results have been dramatic."

## Next steps

Just like Instantiations, you too can take advantage of the extensive go-to-market offerings available to you by becoming a member of PartnerWorld for Developers. Members can receive various developer-focused services, technical support, and marketing assistance to help you reach broader business opportunities, lower your development costs and get your products to market faster. Discover what membership with PartnerWorld for Developers can offer your company: [ibm.com/partnerworld/developer/r/mg/q314](http://ibm.com/partnerworld/developer/r/mg/q314)

