



Microsoft Software-plus-Services Strategic Hosting Partners Case Study



Fighting Terrorism with Mission-Critical Intelligence Applications on Microsoft Software-plus-Services Platform

Overview

ISV Solution Provider: The Technology Development Group

Strategic Hosting Partner: NEW WORLD APPS, Inc.

Software-plus-Services Platform of Choice: Microsoft

Case Study Highlights

- Software-plus-Services model provides greatest flexibility for delivering rapidly developed, highly secure, content analysis solutions for Government Intelligence entities
- Strategic Hosting Partner NEW WORLD APPS helps TD Group deliver quick Reaction prototypes in a highly secure and scalable environment
- The Microsoft platform for delivering Software-plus-Services adds significant credibility, functionality, and scalability to the TD Group's solutions for Public Sector clients

“We needed a partner that understood our business, understood the unique requirements of public sector clients, and could add strategic value to our business; NEW WORLD APPS satisfied all of our requirements.”

Knute Bidne, President and CEO, The Technology Development Group

How Do You Best Meet the Fast-paced Demands of the Intelligence Community With a Cost-effective, Repeatable Solution?

Quite simply, the Technology Development Group (TD Group) helps US Intelligence entities fight terrorism with a web-based solution based on Microsoft technologies. One of the TD Group's primary areas of focus is the design and development of “Quick Reaction” prototypes. These Quick Reaction prototypes require the TD Group to rapidly build and deploy a highly secure and collaborative environment for use by geographically disbursed Intelligence teams. The prototypes are used to store and analyze video, audio, documents, photos, and other content that requires translation and analysis. Delivering these solutions over the Internet is mandatory as time is of the essence in getting them up and running. They must also be extremely secure.

Successfully delivering the Quick Reaction prototypes poses a number of significant challenges for the TD Group from a business model and technology perspective, specifically:

- The TD Group is required to provide a fixed-price contract for the Government entities
- The TD Group must quickly formulate a response to an RFP/RFQ usually based only on general high-level requirements that must be more precisely defined
- To be successful, the company must identify repeatable processes and approaches that save significant time and money in the development and delivery of the applications
- The application must be in a highly secure environment with multiple levels of authentication





“One of the strengths of NEW WORLD APPS is their ability to ask the right questions upfront, questions that we may not know or have even thought of, and then come up with solutions for those questions.”

Knute Bidne, President and CEO, The Technology Development Group

While the TD Group are experts at the design and development of the application, they knew they would need the services of a strategic hosting partner that understood their business, provided guidance and expertise, and could deliver a secure and robust 24x7 production infrastructure to meet their client’s unique challenges.

Strategic Hosting Partner NEW WORLD APPS Helps The TD Group Get There!

After a review of several possible hosting partners, the TD Group chose NEW WORLD APPS as their partner of choice. “We needed a partner that understood our business, understood the unique requirements of public sector clients, and could add strategic value to our business; NEW WORLD APPS satisfied all of our requirements. The entire NEW WORLD APPS team was also extremely responsive and truly interested in our business”, indicated Knute Bidne, President and CEO of the TD Group.

NEW WORLD APPS is a Microsoft ISV Incubation Center hosting partner with deep expertise in assisting partners with software-as-a-service solutions strategies and implementations. The NEW WORLD APPS team quickly sprung into action to help the TD Group with its critical business issues.

Business Design Sessions

One of the critical elements for success is the business design sessions the NEW WORLD APPS team implements with its clients. These sessions are designed to align the level of infrastructure, architecture, and functional needs necessary to deliver the right level of value and cost for a Software-plus-Services offering to the end customer. The output of the NEW WORLD APPS business design sessions resulted in a number of benefits for the TD Group, including:

Cost clarity and Savings

NEW WORLD APPS developed an in-depth infrastructure architecture and security plan consisting of “good, better, best” options and the cost/benefit tradeoffs for the approaches. For example, each layer of security has incremental costs associated with the devices and software necessary to deliver the right level of security necessary to satisfy functional requirements for their client at the right value.

Speed to Market

NEW WORLD APPS defined and built a repeatable infrastructure framework for delivering similar solutions across a number of clients. Previously, the TD Group was delivering a series of “one-off” solutions – reinventing the wheel every time even though 80% of each solution delivered was repeatable. Now, the TD Group can focus resources on the area they can provide the greatest value – the 20% of the solution that is customized. The result is a better solution delivered in half the time.

Business Model Clarity

“One of the strengths of NEW WOLD APPS is their ability to ask the right questions upfront, questions that we may not know or have even thought of, and then come up with solutions for those questions”, indicated Knute Bidne. NEW WORLD APPS helped the TD Group think through the entire Software-plus-Services business model for the offering and converted the high level requirements into a step by step approach for getting it delivered.

Confidence in Delivering Fixed-Price Proposals

Providing technology solutions to the public sector usually requires delivering the services on a fixed-price contract. When the government requires a fixed bid, the TD Group takes on all of the risk and obligation to live up to that bid. “It is absolutely critical to have clarity into all of the cost drivers of our solution to ensure profitability”, commented Knute Bidne. “The NEW WORLD APPS team understands this burden and the risks of fixed price contracts. They really help us identify all of

“Microsoft provides a lot of education and resources, and a developer and partner ecosystem that adds considerable value to our Public Sector clients. They bring instant credibility to what we offer”

Knute Bidne, CEO, The TD Group

the associated costs and provide us with a level of detail to put together profitable and low risk proposals”.

Ongoing Support

NEW WORLD APPS helps the TD Group stay current on hardware and software technology that might enhance the delivery of their solutions, lower costs, or improve performance. “We believe our greatest value is one of a trusted advisor for the TD Group. We focus on the infrastructure, security approaches, and ongoing 24x7 production support so the TD Group is able to focus on what they do best: delivering great enterprise-class applications to the public sector”, comments John Streeten, CEO of NEW WORLD APPS.

Finally, as part of their high-value ongoing support, the NEW WORLD APPS team has gone through Federal Government Certification and Accreditation for the Quick Reaction prototype infrastructure and application.

Perhaps the greatest testament to the NEW WORLD APPS and TD Group partnership are the awards and recognition granted by the United States Federal Government. The team has been awarded multiple Service Medallions and has recently received the “Distinguished Quality of Service Medal” for their joint anti-terrorism initiatives, in recognition of their returns to mission, responsiveness, and quality of service personnel.

The Value of the Microsoft Platform in a Software-plus-Services Environment

Underlying the success of the NEW WORLD APPS and the TD Group partnership are a set of robust technologies provided by Microsoft. From virtualization, data and server management, and communication and collaboration solutions, Microsoft has provided a level of scalability, productivity, and capability that allows NEW WORLD APPS and the TD Group to build and deliver successful applications.

In addition, Microsoft’s commitment to the public sector industry has enhanced the credibility of the team’s offering. “Microsoft provides a lot of education and resources, and a developer and partner ecosystem that adds considerable value to our public sector clients. They bring instant credibility to what we offer”, comments Knute Bidne of the TD Group.

For More Information on Microsoft's Software-plus-Services Strategy

When you combine the ever-growing power of devices and the increasing ubiquity of the Web, you come up with a sum that is greater than its parts. Software-plus-Services is that greater sum. It all adds up to a commitment from Microsoft to deliver ever more compelling opportunities and solutions to consumer and business customers—and to our partners.

Microsoft has vibrant businesses on the desktop and in the enterprise, and is making sizable investments in online services and devices. As these four worlds converge, no technology vendor is better positioned to deliver on the vision of Software-plus-Services. Microsoft has multiple ways to monetize the results through the familiar model of software licensing, offering services by subscriptions, leveraging Microsoft's industry-leading advertising platform or the growing form of micro-payments known as Microsoft Points. And, Microsoft has the world's largest and most diverse partner ecosystem, which is committed to its role in our strategy. For more information visit: <http://www.microsoft.com/softwarepluservices/>

This case study is for informational purposes only. MICROSOFT MAKES NO WARRANTIES, EXPRESS OR IMPLIED, IN THIS SUMMARY.

Document published October 2009

About NEW WORLD APPS Inc

NEW WORLD APPS is the software-as-a-service (SaaS) hosting provider for some of the largest and most successful ISVs in the world today, and specializes in Microsoft-based enterprise SaaS applications with high security and high availability requirements, such as applications built for the U.S. Public Sector markets. With years of experience hosting for the U.S. federal government, U.S. law enforcement, and state and local government enterprises, NEW WORLD APPS has the proven staff, expertise, tools, and processes to host enterprise applications with the most stringent security and availability requirements. For more information visit: <http://www.newworldapps.com>

About the TD Group

The Technology Development Group is a premier systems integrator providing Advanced Development Programs and Operational Support Programs. We provide quality, dependable, customer-driven IT services including design, integration, and support to government and private sector clients. Our approach blends leading practices with emerging capabilities and technologies from both the commercial and government sectors. The TD Group's technique of maximizing end-user involvement and ensuring delivery times means fast-changing business requirements can be met with precision. We strive to exceed customer expectations and meet your mission critical IT needs quickly. For more information visit: <http://www.thetdgroup.com>

About the Microsoft ISV Incubation Program

The Microsoft Incubation Center Program is designed to ease the commercial, financial, and technical challenges ISVs encounter while adding a service-based delivery application to their business offerings. Microsoft has established global facilities with a set of Gold Certified Partners in Hosting to guide ISVs through a structured series of business and architectural consulting sessions to ensure their business model and applications are ready for service-based delivery. For more information visit: <http://www.microsoft.com/hosting/programs/incubationcenter.mspx>

Powering Software-plus-Services Solutions: Microsoft Products Used In This Solution

- Microsoft Windows Server 2003 Standard Edition
- Microsoft Exchange Server 2005 Standard Edition
- Microsoft Active Directory (AD)
- Microsoft Internet Information Services (IIS)
- Microsoft Office SharePoint Server 2007
- Microsoft Forefront Security for SharePoint
- Microsoft Systems Center Operations Manager 2007