

# Distributed Online with Windows Azure

**Danish ISV bases its future software delivery platform on a cloud-based application-store in Microsoft Windows Azure, cuts expenses and minimizes maintenance and scaling issues, and makes it easier for customers and partners to handle all aspects of their BI projects.**

What is the status of our orders? Are we on budget? Which are the most profitable customers - and why? All managers want immediate access to current and trustworthy information, but a traditional tailor-made Business Intelligence solution often means a high investment. And not everybody is willing to make that investment.

## A SOLUTION THAT WORKS WITH EVERYTHING FROM AX TO SAP

That's why the Danish software company timeXtender built a tool that provides easy access to professional Business intelligence. The tool - also named timeXtender - extracts data from your company's ERP or CRM system into a so-called cube based on Microsoft SQL Server. Afterwards you can use the information in your preferred frontend tool such as Microsoft Excel.

"All you have to do to get started is connect to your data sources. It's basically a drag-and-drop approach, and there are adapters for all common ERP and CRM systems, from Microsoft Dynamics to SAP. At the same time, you save around 80% of the development costs compared to a traditional BI solution. In many cases you will be able to add timeXtender to your current BI solution without any added costs." says timeXtender CEO Heine Krog Iversen.

## NO MAINTENANCE AND SCALING WITH AZURE

Even though timeXtender has a well-developed partner channel that distributes the timeXtender product and develops several vertical solutions, - so-called QuickCubes - it has been a challenge to reach customers and partners globally. That's why the company decided to strengthen its online business. Not only through sales, distribution and software updates, but also by giving partners a secure channel through which they can distribute their QuickCubes.

"It wasn't completely straightforward. Partly because we had no desire to build, maintain and scale the necessary infrastructure and partly because we wanted to guarantee our partners that the selling of QuickCubes was safe and secure. For example by linking each sale to a license number related to the partner's timeXtender license." explains Heine Krog Iversen. That's why timeXtender decided to build its cloud-computing based CubeStore on the Windows Azure platform, which can both handle data and execute applications.

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<http://www.microsoft.com/denmark/referencer/default.aspx>

## Partner Profile

timeXtender is a Danish ISV with 35 employees and offices in Denmark, Germany, England, Benelux, Switzerland and the USA. The company specializes in the development of Business Intelligence that is easily deployed on top of common ERP and CRM-solutions. timeXtender is headquartered in Aarhus. timeXtender was named ISV of the year by Microsoft Denmark in 2008.

## Primary products in the solution

- Microsoft Windows Azure
- Microsoft SQL Server 2008

"By basing our CubeStore on Windows Azure, we can offer an extremely high degree of availability without having to scale the infrastructure - and we only pay for the actual traffic. It is a great advantage to us. The security level is high as well, and downtime is close to 0% because the network replicates data and makes them available from a location in relatively close physical proximity to the recipient." says Heine Krog Iversen.

#### **PARTNERS AND CUSTOMERS CAN DO IT THEMSELVES**

"The Azure platform can execute even relatively complex applications; for example those elements of our CubeStore that retrieves, assigns or connects license numbers. In this way, partners and timeXtender can make trial versions available without risking unauthorized use of the products. At the same time, both we and the partners can use Azure to automatically push updates and patches as soon as they are available. It's incredibly smart," says Heine Krog Iversen.

He assesses that the Azure based CubeStore will reinforce the sales of both timeXtender and the increasing number of QuickCubes.

"Partners can make their QuickCubes solutions available online themselves. In addition, it becomes easy for customers to find exactly the application they need, and subsequently they can install the product with just a few mouse clicks. Our partners gain not only a very efficient distribution channel but also a profitable one - and so do we." says Heine Krog Iversen.

#### **MICROSOFT: TIMEXTENDER PUSHES US FORWARD**

Claus Jul Christiansen, Divisional Manager, Server & Cloud at Microsoft Denmark is impressed by timeXtender's approach to the new cloud platform. "timeXtender solves some concrete technical challenges with Azure and expands the market reach for themselves and their partners. It's right on the spot."

"But even though timeXtender has achieved impressive results, they are actually asking for more functionality - functionality that we are currently working on implementing in Azure. They are an excellent example of how partners - regardless of their size - can greatly influence our development globally." he adds.

#### **AZURE IS A KEY ELEMENT OF THE DISTRIBUTION MODEL**

But it works both ways. Originally, timeXtender saw Azure as just one of the components of the company's business model. However, it has now become a key element of the entire software distribution model.

"There is no doubt that the kind of solution we are seeing here is the future of marketing and distributing software. I also see Azure as a very exciting platform to base your distribution on." concludes Heine Krog Iversen. Iversen has also been contacted by other software companies that have expressed interest in buying the Azure based solution from the Danish software company.

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*Heine Krog Iversen, timeXtender CEO*

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*Claus Jul Christiansen, Divisional Manager,  
Server & Cloud at Microsoft Denmark*

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