



# marviQ builds robust and extensible FSP platform with IBM.

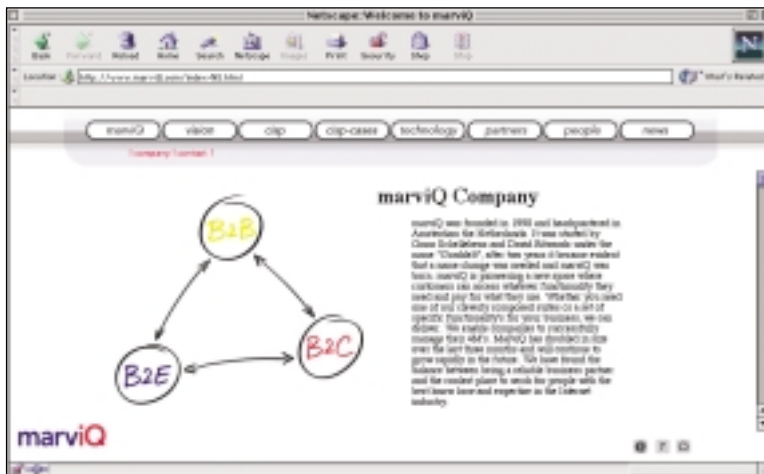
<b>Application</b>	Full Service Provider (FSP) platform for mission-critical enterprises
<b>Business Benefits</b>	For marviQ: 100% ROI within 12 months; market leadership in FSP arena For customers: shorter development cycles; predictable IT costs
<b>Software</b>	IBM WebSphere® Application Server, Advanced Edition IBM VisualAge® for Java™ IBM HTTP Server
<b>Servers</b>	IBM RS/6000®
<b>Services</b>	IBM Global Services
<b>Premier Business Partner</b>	marviQ

In the new economy, enterprises that have embraced e-business to dramatically cut overhead and build strong bonds with their customers are leaving their competition reeling. However, no amount of good business sense can counteract the critical shortage of skilled labor needed to design, implement and manage the increasingly complex systems that form the foundation of an e-business initiative.

Fortunately there are companies like Amsterdam-based marviQ. An IBM Premier Business Partner since March, 2000, marviQ's mission is to build, host and manage e-business applications that satisfy information and communication technology (ICT) needs of large enterprises.

*“Using Enterprise JavaBeans has really sped up development for our customers’ projects. WebSphere Application Server handles the Java componentry flawlessly — decreasing our customers’ time-to-Web.”*

— David Edwards, Founder, marviQ



As an IBM Premier Business Partner, marviQ offers every e-business service a company may ever need.

## *e-business — redefining the competitive environment in your favor*



*Outsourcing their ICT needs to marviQ allows companies of all sizes to focus on their core business and not waste resources on technical hassles and overhead.*

As a full service provider (FSP), marviQ's business model is to offer software as a service, not a product, and provide every e-business application an enterprise would need—from enterprise resource planning (ERP), customer relationship management (CRM), financial management, e-commerce and e-procurement. This allows its customers to focus their energy and resources on their core business.

Realizing that companies, such as large financial institutions and healthcare facilities, which are so dependent on their business operations might have some apprehension about giving control of their ICT resources to a third-party, marviQ began looking for a solution provider that would assist them in developing a proven, world-class FSP platform. marviQ needed to establish itself as a reliable, reputable and invaluable resource to companies wanting to transform the way they operate.

marviQ found its answer when, in 1999, it came in contact with IBM, as both companies belonged to a Dutch network of IT companies called Twinning. Through Twinning, companies of all sizes can network and assist each other in their respective ICT ventures. "We were looking for two things—best-of-breed, standards-based products and market credibility," says David Edwards, founder, marviQ. "Nobody is respected more in the IT market than IBM, and the ability of IBM WebSphere Application Server to seamlessly integrate with other third-party applications is unmatched."

An IBM Global Services team worked with marviQ to build the FSP infrastructure. WebSphere Application Server, Advanced Edition on Sun Solaris® servers is used to drive the various applications and enable realtime access to business-critical data.

marviQ expects to achieve a 100 percent return on investment within 12 months and has positioned itself as a market leader in the European FSP arena. The company's customers are enjoying much shorter application development cycles and predictable IT costs. But the greatest benefit to marviQ is the stellar reputation that the company has built for itself by having IBM behind it. Explains Edwards, "When we tell prospective customers that we are an IBM Premier Business Partner and our platform is founded on IBM solutions, we almost always win the account."

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### **Developing a scalable and flexible environment**

To overcome the scalability and reliability limitations of traditional client/server architectures, marviQ developed an n-tier architecture that allows the company to separately manage the presentation layer—powered by IBM HTTP Server on an RS/6000 server—from the business logic and the back-end data of its various applications.

WebSphere Application Server resides on a Sun Solaris server at marviQ and powers the business logic of marviQ's applications—including Lawson ERP services and Documentum document management. Leveraging the Enterprise JavaBeans™ (EJB™) support in WebSphere Application Server, marviQ constructed a set of business components using IBM VisualAge for Java that pull out functionality from the task-specific software and deliver them to the end-user. "Using EJBs has really sped up development for our customers' projects," says Edwards. "WebSphere Application Server handles the Java componentry flawlessly—decreasing our customers' 'time to Web.'"

### **Leveraging the power of partnership**

marviQ's relationship with IBM instills confidence in prospective customers and has enabled the company to become the market leader in the European FSP arena. "It is critical that our prospective customers have faith in our infrastructure, and our relationship with IBM has been extremely valuable in this area," explains Edwards.

One of marviQ's customers, a global financial institution of Dutch origin that is active in the fields of insurance, banking and asset management, has contracted with marviQ to build, host and manage its financial services portal. "This is a major European project that could have half a million users," says Edwards. "They are a huge entity with a very skilled IT staff, but they chose to outsource to us because we had the right expertise, the best products and a powerful partner in IBM."

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*—David Edwards*



*When companies like Quote Media need reliable, robust e-business solutions, they turn to marviQ and its WebSphere software foundation.*

Along with deploying solutions for financial organizations, marviQ leverages its platform to develop e-commerce solutions for a variety of customers. For example, Quote Media, a leading media service in the Netherlands has just released quoteonwine.com. As well as being an online e-commerce store offering more than 700 brands of wine, quoteonwine.com is a community for wine enthusiasts. Wine lovers can read about the different varieties of wine, discuss wine with other users and post their opinion about their favorite libations. Quote Media hired marviQ to construct the e-commerce store and community. The company was attracted to marviQ because of its ability to integrate online sales with back-office applications using Lawson Insight. "We win accounts because we have all the right tools for the job," says Edwards. "And because our platform is so flexible, we were able to develop quoteonwine.com in a record-breaking four months."

### **A solid platform for future growth**

marviQ's very existence depends on its ability to keep up with the latest technology, and partnering with IBM was a strategic choice for this very reason. "One of the greatest benefits of being an IBM Premier Business Partner is the dedication of IBM to developing the most innovative and leading-edge products. We're looking at IBM MQSeries® Integrator as a possible addition to our platform because its XML support will allow us to integrate our customers' legacy systems like never before."

marviQ understands that having a long-term, focused vision is critical in the new, turbulent and sometimes unsteady world of e-business. "We knew about the IBM vision for the future of e-business and it meshed perfectly with ours," explains Edwards. "We went with IBM because of its dedication to making their products compatible with the products of other independent software vendors. We believe that openness is the future, and IBM has already embraced this vision which will allow us to continually offer state-of-the-art solutions to our customers."

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For more information about marviQ, visit:  
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