CASE STUDY

FirstOption
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Daprex ASP Software Deployment

As an Independent Software Vendor (ISV), Daprex provides integrated financial software deployed on iSeries and AS/400 systems to small and medium sized businesses and non-profit organizations.

CHALLENGE >

Daprex recognized that their client base was shifting their preference away from the mid-range iSeries and AS/400 operating platforms to less capital intensive Internet driven NT Platforms. They needed to restructure their sales and installation approach to be able to deploy their software as an online sub-scription based service and function as an Application Service Provider (ASP).

Daprex needed to >

- Restructure the application license fee to a hosting/ subscription based model.

- Develop a multiple-client security structure to house the application in an ASP environment.

- Create the physical infrastructure to host the application

- Assist their clients with the hardware, software and data migration

- Supply 24/7 infrastructure and helpdesk support to their clients

SOLUTION >

The strategy was a multi-step process starting with a consul-tative evaluation of the situa-tion to identify the challenges and determine steps necessary to transition Daprex from an ISV to a dual ISV/ASP provider. Daprex took advantage of First Option's consulting expertise in virtually every step of the tran-sition.

iSeries and AS/400 applica-tion pricing was analyzed and a new subscription based pricing model was developed. The model balanced external market price points with internal operational costs and sales compensation.

Electronic and object-level security was examined and security protocols were developed with new customer authentication and authoriza-tion software providing an electronic structure capable of secure multi-client hosting. VPN standards were developed to facilitate high-speed and secure access from Daprex customer sites to the hosted systems. These standards addressed both customers with existing firewall/VPN equipment and customers that needed these solutions configured and installed.

As the ASP host provider, First Option configured host requirements and developed adequate infrastructure specifi-cations. As the infrastructure provider, First Option supported the ASP with state-of-the-art physical security of the hosted systems.

First Option also became the technical support partner providing direct technical and communication assistance for Daprex clients including system administration and network and peripheral configuration through onsite and 24/7 help desk. First Option assumed all day-to-day aspects of system administra-tion that used to be dealt with by the end users including new user setup, system trou-bleshooting, backup and recov-ery best practices, and regular operating system maintenance. Technical support facilitated hardware, software, and data migration for clients transitioning to the ASP application format.

RESULT >

Daprex successfully changed their business model by open-ing their market potential to customers looking for lower up-front installation costs. They were also able to present a cost effective alternative to existing customers that had older systems or had outgrown their current systems and were considering upgrades. Originally deployed for the iSeries and AS/400 systems, Daprex soft-ware is now also available as a secure subscription based application. The ASP format reduces support costs by functioning with one instance of the application supporting multiple data sets in multiple client environments, facilitating program maintenance and updates. No longer forced to invest heavily in hardware capital, existing and potential clients can now enjoy improved data security and ease of program use with low initial investment while still running on the highly reliable IBM AS400 platform.

EXPERTISE >

- Project Consulting
- Software Development
- ASP Infrastructure Provider
- ASP Host Provider
- Technical Support Provider

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