Technology Alliances and Partner Programs

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Hfreeman Project Summary: Digipede

Client Type	Software vendor with horizontal technology in the Windows server spacer
Assignment	Develop alliance strategy, program details and web content for "Grid Computing for Windows" ISV.
Situation	The founders of Digipede were aware that the .NET Framework made grid computing on Windows newly possible. Previously, grid computing had been available only on large expensive specialized hardware. Shortly before the first production release of their product -- "The Digipede Network," we were asked to advise on alliance strategy and deliver the components of a full alliance program, with special attention to ISVs and Systems Integrators.
Strategy	As always, we tailored this alliance program to the nature of the client's software -- and the business models of their potential partners. In this case a key to our client's success was creating an ecosystem of "Digipede Enabled" ISVs – software vendors who include a small Digipede supplied link library in their Windows application. By doing so, ISVs can dramatically speed up the performance of compute extensive applications when Digipede is installed in their customers environment. The more such applications, the greater the market for Digipede's servers and clients.
Deliverables	In addition to designing their entire partner framework, we delivered a Partner Agreement with specific language for each of the partner types and the content for the Partners section of their web site
Results	The client's partner program is up and operational at http://www.digipede.com/partners.