Technology Alliances
and Partner Programs

Hfreeman Project Summary: ObjectWare

Client Type	Software Startup
Assignment	Build an alliance program for the vendor of a .NET-based productivity framework and tool-set. **Act as interim VP of Marketing through product completion and launch.**
Situation	Following the general retrenchment of the software industry in 2001, a team of experienced J2EE software architects and engineers tried to build a robust and application-developer-friendly environment on top of J2EE – and found serious obstacles inherent in the platform. They began exploring .NET, and despite their initial anti-Microsoft attitude, quickly realized it was the platform they needed. The produced a product called IdeaBlade, believed it could be a big success. Because that success depended on impressing Microsoft and building an effective alliance with them, we were brought in.
Platform Partner	Because success depended on impressing Microsoft and building an effective alliance with them, we were brought in to advice on alliance development and clarify product positioning. With our help, ObjectWare succeeded in gaining much more than its "fair share" of Microsoft's attention.
Microsoft PDF	We also coordinated ObjectWare's first public unveiling at the Microsoft Professional Developers Conference, based on a tag-line we had proposed "ObjectWare: the Way to .NET"
Results	We discovered that the Microsoft field evangelists had an MBO objective of getting application developers to move their products to .NET, and showed their headquarters management how easily this could be done with IdeaBlade. This lead to many targeted opportunities turned over to ObjectWare's sales team. Also the positioning we developed and the presentation we produced was effective in the executive teams conversations with venture capitalists.