

InterX

(www.interx.com)

InterX is a European Internet Software Company whose flagship product BladeRunner is a next generation Web Application platform. Other tools from the InterX stable include Net2020 and NetFriends.



The Business Problem

With ever burgeoning software development costs and high employee attrition, InterX identified strategic outsourcing as a key component in driving down development costs. For long term success, it was critical to partner with an offshore organization whose teams could work with InterX as a natural extension to its own.

Genisys Solution

InterX engaged Genisys in two strategic areas:

- **Core product engineering support (onsite, in UK)**
- **BladeRunner implementation services (onsite)**

Core Product Engineering: BladeRunner

- Our engineers successfully redesigned the backbone database of BladeRunner.
- BladeRunner's capability to work with multiple databases was developed by Genisys engineers.
- Our strong focus on configuration management has given InterX a clean and easily configurable product that provides easy installation.
- Genisys designed and developed the core security modules.
- Genisys engineers developed the test suites for testing all API calls.
- Genisys' quality management experience contributed to the refinement of InterX's own development processes.
- Our engineers supported InterX through 3 major releases of BladeRunner.

Core Product Engineering: Net2020

Net2020 supports web development using protocols like HTTP, WAP, and interactive TV. Web applications developed using Net2020 can be accessed through normal browsers, mobile phones and interactive TV. Genisys' engineers were involved in:

- Implementing security using encryption and RSA secured IDs
- Managed exception handling for Net2020 functionality
- Product testing
- Bug fix and enhancements for net2020

BladeRunner Implementation:

Genisys provides InterX with a managed resource solution together with the technical ability to embrace and deploy their suite of products and has proven itself to be the most flexible of InterX's partners providing skilled expertise as and when required.

This has allowed InterX:

- To concentrate on their core business of product development & maintaining client relationships
- To increase their capability without the expense and difficulty of recruiting and training new staff

- The flexibility to match BladeRunner Implementation Resources to market driven work volumes quickly and effectively

BladeRunner – Client side implementations:

1. Silicon.com
Silicon.com is a leading e-business news site in Europe with offices in London, Paris and Munich. Silicon chose BladeRunner primarily for its strengths in personalization, campaign management and analytics / reporting. Genisys' involvement in Silicon.com has been at all stages of the project life cycle. We have also successfully deployed multi-site, multi-language implementations of Silicon.com across various countries such as France and Germany.
2. Cambridge University Press (CUP)
CUP is the world's largest and oldest educational and academic publisher with authors' contributing from more than 100 countries and more than 2000 new titles published every year. The CUP web site has over 2.5 million subscribers. CUP chose BladeRunner for its scalability, magazine publishing and e-commerce capabilities. Genisys was involved in all stages of implementation. The project also involved the integration of on-line transactions through a Cyber Cash shopping cart, which was fully managed by our engineers.
3. Computer Weekly
Computer Weekly maintained multiple websites for Computer Weekly and IT Network magazines. BladeRunner was chosen to combine these sites to create a single IT portal. Genisys engineers carried out the BladeRunner implementation for Computer Weekly and also developed an interface to their Pivotal eCRM system.
4. Royal & Sun Alliance
Royal & Sun Alliance is one of the largest financial services companies in the UK, offering a broad portfolio of products to nearly 2 million direct customers. BladeRunner was chosen by the Royal & Sun Alliance to launch its progressive protection product via the Internet, linked to proposal servicing at its call centres. Genisys worked with RSA right from the inception to launch of the new website. The project involved migration of the entire legacy web content, spanning more than 600 pages.

Genisys also implemented NetFriends, an add-on product for BladeRunner, for the Royal & Sun Alliance. NetFriends allows extraction of data from associate web pages to be deployed in a standard BladeRunner template, maintaining the same look and feel.

Size & Resources

- 45 member engineering team
- 8 member implementation team

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