



Partner: Genexis Consulting
Partner Web Site: www.genexis.com.au
Company: Mint Wireless
Web Site: www.mintwireless.com.au
Customer Size: 17 employees
Country or Region: Australia
Industry: Professional services

Partner Profile

Sydney, Australia-based Genexis Consulting is a Microsoft® Registered Partner that provides a range of software-development services, with a focus on mobile solutions, to customers across Australia.

Software and Services

- Microsoft Server Product Portfolio
 - Windows Server 2003
 - Microsoft SQL Server 2008
- Windows Mobile 6
- Microsoft Visual Studio
 - Microsoft Visual Studio 2008
- Technologies
 - Microsoft .NET Framework 3.5
 - Microsoft .NET Compact Framework 2.0
 - Microsoft Silverlight
 - Windows Presentation Foundation
 - Web Services
 - Software-plus-services

For more information about other Microsoft customer successes, please visit: www.microsoft.com/casestudies

Partner Expands Market Reach with Software-plus-Services Approach

“[Software-plus-services] solutions have made it possible for us to double our customer base, increase our revenue by 65 percent, and increase the size of our company by 150 percent.”

Frederick Yip, Managing Director, Genexis Consulting

Genexis Consulting, a Microsoft® Registered Partner, offers custom software solutions in the areas of mobility, Web, infrastructure management, and design. To enhance its solutions' value and to improve flexibility and overall user experience, Genexis increasingly uses a software-plus-services approach. Genexis has seen a trend toward these flexible solutions, leading to its increased growth and revenue potential.

Business Needs

Genexis Consulting began in 2006 with expertise in developing solutions for the electronic payment arena. The company quickly expanded to provide mobile, Web 2.0, infrastructure management, and design solutions for customers in both the public and private sectors. “The mobile payment solution architecture that we developed for one of our first customers is extremely translatable,” says Alfred Wong, Technical Director for Genexis Consulting. “We’ve been able to quickly and easily adapt it to meet other customers’ business needs.”

A Microsoft® Registered Partner, Genexis makes a point of basing its solutions on leading-edge technologies. “When creating sophisticated Web 2.0 solutions, it’s important for us to use the newest, most advanced technologies. It is not only about technical requirements, but also the need to synergize consumer passion for innovations and beautiful technologies,” says Wong.

Genexis has found that a growing number of customers need solutions that go beyond traditional software. Many organizations



seek to overcome the limitations of purely on-premises solutions, limitations that include high acquisition and maintenance costs. “We strive to deliver solutions that meet customers’ needs today and also provide flexibility for the future,” explains Frederick Yip, Managing Director for Genexis Consulting.

Solution

To meet customers’ needs, Genexis is developing more software-plus-services solutions, especially for mobile and Web 2.0 applications. These solutions offer not only Web-based information but also a software component on the client side, and they support anytime use with hardware devices such as printers, cameras, and global information system (GIS) devices. These solutions give greater flexibility and functionality than software-as-a-service (SaaS) solutions, which focus solely on Web computing and hosting with a subscription model. Customers now have a choice. “Companies choosing to focus only on SaaS solutions might miss opportunities to benefit from increasingly powerful, feature-rich devices because they won’t have the software component to do so,” says Yip.

Mint Wireless is one customer that has capitalized on a Genexis-developed software-plus-services solution. Mint wanted to provide a solution that could help on-site workers of all kinds—from mechanics to builders—immediately collect credit card payments from customers. The company opted to take a software-plus-services approach so that it could provide a comprehensive, adaptable set of connected experiences for its users. “We wanted Genexis to design our solution so that workers could use a wireless mobile device to bill customers when onsite and use a computer to manage accounts through a rich client or Web portal,” says Ross Gillies-Tuck, Senior Product Manager for Mint Wireless.

“The approach also gives us the flexibility to extend our solution for other user experiences as needed.”

The Mint Portable Mobile Payment System offers real-time access to data to users while also providing data encryption and the ability to give customers a printed receipt at the time of transaction. Those security and receipt capabilities wouldn’t be possible with a strictly Web-based service. While the Mint Wireless solution communicates directly with devices, such as handheld printers, the company’s Web-based competitor requires customers to wait to receive the receipt through e-mail. Says Wong, “The Mint solution is more than just a live payment system—it’s also a point-of-sales system that closely mirrors the retail environment, so workers and customers alike are more comfortable using it.”

The solution that Genexis developed for Mint delivers greater control over how data is transmitted and also over exactly what data is sent. Genexis also created a software development kit that gives Mint’s other software partners the opportunity to integrate their solutions with the Mint Portable Mobile Payment System.

Benefits

Genexis has found that promoting software-plus-services solutions as a viable option has increased the company’s value to its customers. Says Yip, “Our experience developing software-plus-services solutions creates a competitive advantage for us and for our customers.”

- **Increased flexibility.** Often, Genexis walks customers through comparisons of software-plus-services versus software-as-a-service solutions. “More and more customers want software that can interact

with the Internet on the back end,” says Yip. “Software-plus-services solutions make it possible for people to work with information in a variety of ways.” The Mint Wireless solution, for instance, supports “multi-headed” connections, which means that users can interact with the system through a range of mobile devices, computers, and third-party products.

- **Better user experience.** According to Genexis, browser environments aren’t always user friendly enough, so the company designs front-end clients that people can use to access information and services. “Taking a software-plus-services approach helps us make information more consumable by improving the user experience,” says Wong. “Based on Windows® Presentation Foundation, our client interfaces provide greater visual impact, ease of use, and higher levels of interaction for customers.”

- **Increased growth potential.** Because Genexis offers software-plus-services solutions—in addition to traditional on-premise systems and Web-based applications—the company is extending its reach and enhancing its appeal as a partner. “We believe developers and customers are equally important. Developing software-plus-services solutions provides an immersive experience for both consumers and our engineers. Greater satisfaction from both parties positively affects the growth of our business,” says Yip. “These solutions have made it possible for us to double our customer base, increase our revenue by 65 percent, and increase the size of our company by 150 percent.”