

OneTree Solutions boosts growth potential with IBM PureSystems family



Integrated systems and patterns of expertise slash deployment from three weeks to eight minutes

Overview

The need

As a small software company, OneTree Solutions sought a way to efficiently and effectively deploy its PriceLenz solution to numerous customers around the world.

The solution

With IBM PureApplication System technology in the IBM PureSystems environment, OneTree Solutions can provide fast deployment, high-quality deliverables, easy maintenance and cost-effective pricing.

The benefit

Slashing deployment from three weeks to eight minutes allows OneTree Solutions to operate like a larger company and manage customers without reducing the quality of its services and deliverables.

OneTree Solutions, an IBM Advanced Business Partner, combines business knowledge, science and IT to create software solutions that help businesses perform optimally and achieve sustainable growth. OneTree Solutions is based in Luxembourg and has offices in the United States.

Small company seeks big business capabilities

With access to advanced technologies, today's businesses can do more with less. The number of a company's employees no longer dictates its global reach, revenue ceiling or business objectives. Smaller companies can use technology that helps them grow efficiently.

PriceLenz is the primary software solution from OneTree Solutions. The price optimization tool helps businesses boost revenue by viewing, analyzing, interacting with and making more-informed pricing decisions. PriceLenz helps sales executives improve sales figures and secure deals without fearing they may have sacrificed revenue. In addition, OneTree Solutions reports that companies that use PriceLenz are less likely to lose potential customers as a result of offering a price that is too high compared with the customer's "willingness to pay."

As a small company in terms of workforce size, OneTree Solutions needed a way to effectively deploy its PriceLenz solution to numerous customers around the world. In addition, although deployment speed is critical, maintaining a high level of quality remained important.



“Because IBM offers all this technology in one solution, PureSystems provides benefits that are more than the sum of the parts. In our understanding, PureSystems is the most advanced integrated cloud solution in the market.”

—Panos Konstantinidis,
co-founder and business strategy director,
OneTree Solutions

By approaching technology traditionally, OneTree Solutions maxed out its resources quickly. However, it had not yet found a company that offered a complete solution to overcome the limitations of traditional, disparate systems.

IBM PureSystems technology emerges with expert integrated systems

OneTree Solutions implemented IBM® PureSystems™ technology, which is built for a cloud environment and provides inherent expertise, integration by design and a simplified experience. The company selected the expert integrated systems of the IBM PureApplication™ System solution for its ease of deployment, customization, management and security.

The IBM team worked with OneTree Solutions to implement its PriceLenz software in the PureSystems environment. With a pattern of expertise that encapsulates its proven best practices, the solution automatically integrates the expertise of hardware, software and people.

These preconfigured patterns allow OneTree Solutions to consistently provide a high level of quality wherever it deploys its solution. This is important, because the solution addresses all three objectives of an IT project: fast deployment, because PureSystems technology is an out-of-the-box solution; high-quality technology, because patterns of expertise are built in; and cost-effective pricing, because fewer resources are required for deployment. In addition, regardless of its resources, OneTree Solutions can implement the solution repeatedly at several customer locations simultaneously.

Cloud-based solution reduces deployment from three weeks to eight minutes

The PureApplication System solution in the PureSystems environment allows OneTree Solutions to simplify deployment, reduce costs, streamline maintenance and enhance scalability and flexibility. As a result, the small company can operate like a larger company and manage numerous customers without reducing the quality of its services and deliverables.

Solution components

Servers

- IBM® PureApplication™ System
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“As much as PureSystems is a game-changer in terms of deployment speed and application management, it’s the PureSystems Centre, which connects IBM Business Partners, that could change the game for cloud economics.”

—Denis Avrilionis,
co-founder and managing director,
OneTree Solutions

Explains Panos Konstantinidis, OneTree Solutions co-founder and business strategy director, “PureSystems is a very interesting gathering of different technologies that have been available to some extent, but until now, no one has been able to integrate them. Because IBM offers all this technology in one solution, PureSystems provides benefits that are more than the sum of the parts. In our understanding, PureSystems is the most advanced integrated cloud solution in the market.”

With this integrated cloud solution, OneTree Solutions slashed deployment timeframes from three weeks to eight minutes. Specialized employees no longer need to be present for the installation of the hardware, middleware and software components, because each piece is preinstalled and integrated.

OneTree Solutions can increase its PureSystems technology resources as needed, providing scalability and flexibility. Moreover, the organization can work with IBM to upgrade its systems remotely with new releases and upgrades. The company can deliver new versions of its software quickly and easily, which reduces maintenance operations and the downtime required for maintenance processes.

Faster deployment and reduced downtime result in increased revenue and a strong ROI for PriceLenz customers. OneTree Solutions estimates that its PriceLenz customers, as a result of price optimization, quickly achieve a minimum of a 1 percent to 2 percent boost in revenue, which can be even greater in many cases. Therefore, with a small up-front investment and in a short time, customers can expand their top line by deploying PriceLenz in the PureSystems environment.

PureSystems technology aims to change the way businesses of every size operate and manage their technology, helping companies focus more on growth and innovation and less on IT services. Denis Avrilionis, co-founder and managing director of OneTree Solutions, also sees the potential of the PureSystems solution. “As much as PureSystems is a game-changer in terms of deployment speed and application management, the PureSystems Centre that connects IBM Business Partners and integrates applications could change the game for cloud economics.”

For more information

To learn more about PureSystems, please contact your IBM marketing representative or IBM Business Partner, or visit the following website: ibm.com/ibm/puresystems

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