



Success Story
 Intel® Software Partner Program
 Multi-Core Technology Focus Area

Visual Software Maker Improves Performance of Microsoft Office* Visio*-based Add-on by Optimizing for Intel® Multi-Core Processors

Visimation ensures responsive performance for its Microsoft Office Visio-based QuotePix* program by targeting optimizing the software for Intel® multi-core processors.



"We targeted QuotePix for Intel® multi-core processors because we felt that our customers would be pleased with the performance and responsiveness of the software on that platform. We were right; our users have been very pleased with the results."*

- Brett Newman, President and Chief Executive Officer, Visimation

Visimation of Issaquah, Washington, creates a line of products that enhance Microsoft Office* Visio* drawing and diagramming software. To help ensure the best possible performance for its new QuotePix* Visio add-on, Visimation optimized the software for Intel® multi-core processors. As a result, Visimation QuotePix provides lightning-quick performance and has received high praise from users. By joining the Intel® Software Partner Program, Visimation has been able to list QuotePix in the Intel® Developer Solutions Catalog and the online marketplace, Intel® Business Exchange for greater market exposure.

Maximum Graphics Performance

Visimation is a quality provider of visual software solutions that help organizations improve productivity, enhance communications, and grow revenue. The company focuses on the Microsoft Office Visio drawing and diagramming software as a platform for developing powerful and dynamic visual programs that make it possible to conceptualize and interact with critical data. Located in the Seattle, Washington metropolitan area, and employing 10 people, Visimation has earned itself a well-respected reputation as "the expert in all things Visio."

In February 2008, Visimation launched Visimation QuotePix for Microsoft Office Visio, which enables companies to automatically generate a bill of materials from a Visio drawing. The Visio add-on is targeted at companies that manufacture and sell parts that are configured into systems, such as furniture, security systems, networks, and building controls. "Visio is a graphics-intensive product, and the QuotePiX user interface needs to be very responsive to be effective," says Brett Newman, president and chief executive officer for Visimation. "You need to run the software on a computer with a powerful processor to have a good experience."

Challenge:

Create the best possible user experience for an add-on to graphics-intensive Microsoft Office* Visio*.

Solution:

Visimation of Issaquah, Washington, targeted its Visimation QuotePix* for Microsoft Office Visio for Intel® multi-core processors to ensure optimal performance and responsiveness. It also joined the Intel® Software Partner Program for greater market exposure and impact through affiliation with Intel.

Learn more:

www.intel.com/partner



"When the Intel® Software Partner Program came to our attention, we realized that here was another big, respected company that we'd like to work with, so we joined up. The benefits are potentially huge for us."

– Brett Newman, President and Chief Executive Officer, Visimation

Optimized for Intel® Multi-Core Processors

That's why Visimation targeted QuotePix at the outset for Intel multi-core processors. "We targeted QuotePix for Intel multi-core processors because we felt that our customers would be pleased with the performance and responsiveness of the software on that platform. We were right; our users have been very pleased with the results," Newman says. "If our product doesn't give users instantaneous feedback, they don't want to use it. The latest Intel® Core™2 Duo processors provide a very satisfying user experience because they are well suited to handling the graphics demands of Visio and QuotePix."

Intel Sales and Marketing Assistance

While QuotePix was in development, Visimation learned about the Intel® Software Partner Program. "We've been a Microsoft Gold Certified Partner for a number of years and through that program have gained a reputation and exposure as the top go-to partner for Visio," Newman says. "When the Intel Software Partner Program came to our attention, we realized that here was another big, respected company that we'd like to work with, so we joined up. The benefits are potentially huge for us."

Visimation immediately listed QuotePix in the Intel® Developer Solutions Catalog, an online catalog where Intel Software Partner Program members can list software products for global exposure. It also listed its product in the Intel® Business Exchange, a collection of online storefronts aimed at small and medium business (SMB) owners and resellers. "We look forward to the additional exposure that these listings can provide us," Newman says. "We are just beginning to explore the marketing and sales components of the Intel Software Partner Program, but we look forward to aligning more closely with Intel."

About the Intel® Software Partner Program

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



Intel and the Intel logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

*Other names and brands may be claimed as the property of others.

Copyright © 2008 Intel Corporation. All rights reserved. 0808/KGI/MESH/PDF

320449-001US