



See. Understand. Execute.

Customer: Xterprise

Web site: www.xterprise.com

Country or region: United States

Year Founded: 2002

Company Profile

Xterprise is a leader in the development of enterprise-class RFID software applications. Recognized by Microsoft as the 2008 RFID Partner of the Year, Xterprise delivers fast ROI, high value, and low TCO solutions across a wide variety of industries. The company has 40 employees and is based in Carrollton, Texas.

Software, Services, and Technology

- Microsoft Server Product Portfolio
 - Windows Server® 2003
 - Microsoft BizTalk® Server 2006 R2
 - Microsoft SQL Server® 2005

EBT Engagement Plan

- Accelerate product integration
- Introductions to industry marketing teams and product teams
- Joint activities and events with Microsoft sales force
- Promotion to managed (depth) partner

For more information about how Microsoft helps startup achieve success, go to:

<http://www.microsoftstartupzone.com>

Partnering with Microsoft Helps Startup RFID Solution Provider Gain Strong Market Foothold

“If we weren’t a Microsoft partner, we would not be on the radar of so many Fortune 1000 companies.”

Jim Caudill, Vice President of Marketing and Strategy, Xterprise

Solution Overview

Enterprises are always looking for ways to better manage physical assets, whether they are pallets, computers, automobile parts, retail garments, or temperature-sensitive pharmaceuticals. The Clarity Suite of applications from Xterprise leverage the company’s expertise in Radio Frequency Identification (RFID) and other sensor technologies to help enterprises better track assets, manage inventory, and drive process improvements.

Upon its founding, Xterprise originally chose the Microsoft® platform because of the unique value it enables the company to offer. “One of our biggest differentiators is that we’re an all-Microsoft solution, which enables us to offer enterprise-class breadth and scalability at a lower total cost of ownership than all of our competitors,” says Jim Caudill, Vice President of Marketing and Strategy at Xterprise.

Value Beyond Technology

Partnering with Microsoft helped Xterprise succeed in other ways as well. Through the company’s engagement with the Microsoft Emerging Business Team (EBT), Xterprise was introduced to various marketing and sales teams across Microsoft, which have helped Xterprise raise awareness of its offerings.

“Engaging with Microsoft definitely helped us grow our market presence and sales,” says Caudill. “After we had proven ourselves, the doors just started flying open—in areas where it would have taken years to get that kind of traction on our own. If we weren’t a Microsoft partner, we would not be on the radar of so many Fortune 1000 companies.”

Early joint successes have led to increased traction within the Microsoft global field sales organization, helping Xterprise to further increase its market presence. The company continues to grow rapidly, with major wins across the financial services, oil and gas, automotive, and retail industries.

“If you look at RFID-based solutions today, there are a lot of pilot projects out there, but few solutions that are deployed to the point they’re delivering real value,” says Caudill. “We’ve been able to secure large-scale deployments in all solution areas, which in itself is a compelling differentiator. Partnering with Microsoft gave us great exposure across the company’s sales force and ecosystem, helping us to establish a foothold in the market that would have taken several more years to establish on our own.”