

# Winning Business with Pathfinder Solutions

## Executive Summary

This packet introduces you to Pathfinder Solutions, an Industry Optimized IBM Partner positioned to help you directly overcome key challenges in the Systems Development space and win business. We are an expertise provider delivering pre-sales support, training and mentoring, including long-term project support, with a focus on model-driven systems engineering, software architecture and development. With a proven history of driving business for Rational modeling technology and tie-in products, Pathfinder's deep technical expertise and market savvy in this area deliver substantial business results.

With a strong presence throughout the US, Western Europe and Japan, we can make a critical difference in your pre-sales efforts to build a realistic and detailed picture of success with model-driven approaches in the customer's mind. We follow that up post-sales by delivering on that vision with tailored, Rational-based solutions, integrating with a range of methodologies and technologies.

Pathfinder Solutions is the critical expertise differentiator to help you close business and make the customer successful with model-driven approaches for systems engineering, software architecture and development.

## How to Use this Information

Specifically streamlined for busy IBM field teams, this package has been developed to rapidly get you up to speed on how and when Pathfinder can help you close business. There are 3 basic steps:

- Determine if model-driven technology is a key element in your strategy to win business in the Systems Development space
- Arrange with Pathfinder Solutions to walk through the accompanying presentation *Winning\_business\_with\_Pathfinder\_Solutions.ppt* to gain an understanding of how we bring value to your customer, and help you win business.
- Review second page of this document – *When\_to\_call\_Pathfinder.pdf* - with your field team to clearly identify the specific situations that indicate Pathfinder can help.

Thank you very much for your time, and good hunting!



Peter Fontana

Chief Technical Officer

Pathfinder Solutions

## *When can Pathfinder Solutions gain you a decisive advantage?*

We close deals and bring customers sustained success with model-based methodologies and technologies for systems and software development. With a focus on complex systems in real-time, embedded, and other high performance target environments, we provide expert mentoring, tool independent training, and the *PathMATE for RSD* code generation/model test environment.

### ***Executive/Director Level:***

Are model-based methods and technologies targeted to achieve specific business goals?

*Our customer projects have documented 2x productivity gains and 10x quality gains within a 12 month timeframe.*

Are model-based systems engineering and systems/software collaboration key?

*Using either UML or SysML as a base language, our model-based systems engineering approach incorporates IBM Rational's MDSO method with specific optimizations to improve collaboration and software architecture longevity.*

Is new technology risk mitigation a key driver?

*Our highly effective training and expert mentors bring decades of modeling, architecture and leadership experience - the best mitigations for new methodology and technology risks.*

### ***Team Lead/Architect Level:***

Is there a focus on MDD, MDA, xUML, Platform Independent Modeling, UML Action Languages, or SysML?

*Our unique methodology strengths and key PathMATE/RSD capabilities are a solid match with these areas.*

Are there challenging system execution/deployment requirements: speed, space, reliability, high availability, or an exotic run-time environment?

*PathMATE brings the most open and sophisticated code generation and model execution/test capabilities to RSD:*

- Highly efficient, self optimizing, complete code production*
- C, C++ and Java for over a dozen target environments*
- Fully open and standards based*