



Partner: Impact Management
Web Site: www.impactmgmt.com
Phone: (516) 495-1300
Size: 15 employees
Country or Region: United States
Industry: Healthcare

ISV Profile

IMPACT Management is an expert in the application of Microsoft Office SharePoint Server 2007 to real-world business problems.

Solution Profile

Patient Safety Portal meets industry requirements to monitor and manage patient safety programs.

Software and Services

- Microsoft Expression Studio
- Technologies
 - Windows Presentation Foundation
 - XAML

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

ISV Speeds Design, Development 35%; Gains Marketing Aid for First Healthcare Product

“With Front Runner Innovate On, we created a user interface that met the specific needs of a new market—and we’re getting Microsoft’s help in reaching that market.”

Pat Esposito, CEO, Impact Management

Business Needs

IMPACT Management is an expert in applying Microsoft® Office SharePoint® Server 2007 to real-world business problems. When the company wanted to enter a new market—healthcare— it recognized that time to market was crucial, and that it needed to come to market with the right product the first time. That product is the Patient Safety Portal, designed to meet industry requirements to monitor and manage patient safety programs. For it to succeed, healthcare professionals would have to find it compelling to use.

Solution

By joining the Front Runner for Innovate On early adopter program, IMPACT Management gained the technical and marketing support it needed to succeed with the Patient Safety Portal. The program gave the company special access to resources and expertise. IMPACT Management received discounted licenses for the Microsoft Expression® Studio design tool, and training for that software, plus Windows® Presentation Foundation, XML

Application Markup Language (XAML), and more.

To help boost marketing, the company is taking advantage of participation on the Microsoft PinPoint Web site to drive customers to the company, and it’s using the Microsoft program logo to boost credibility. Impact Management even gains higher visibility with Microsoft field sales, increasing the potential for referrals and joint sales calls.

Benefits

- Developed product 35 percent faster, saving three months and becoming the first to market
- Received no-charge technical consulting support
- Created a streamlined user interface tailored to needs of healthcare professionals
- Increases product and company credibility with new market, facilitating market entry

