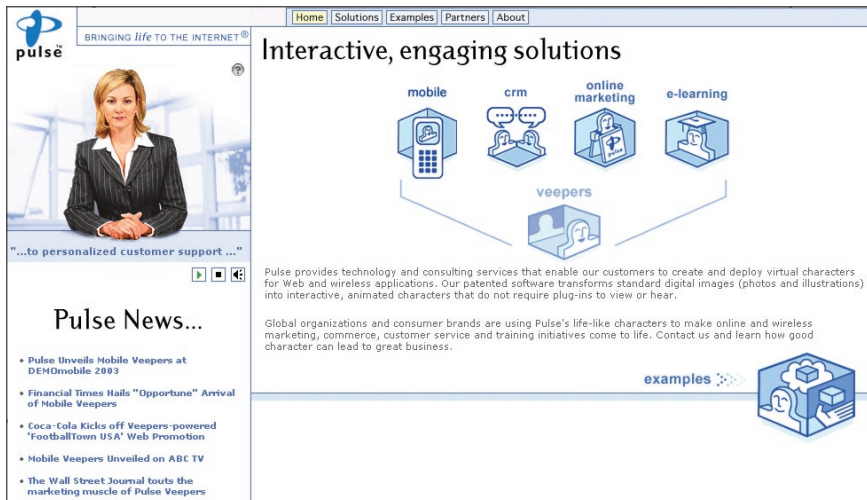


Pulse Entertainment reduces hosting costs with the help of IBM.



Overview

■ The Challenge

Find a flexible, cost-effective hosting solution to support delivery of business-critical virtual character media solutions

■ The Solution

Facilities Hosting from IBM e-business Hosting™ services, which includes an IBM @server® xSeries® server-based hardware environment running Linux

■ The Benefit

Reduced historical hosting costs by approximately 40 percent with a highly available and scalable hosting environment

Marketing with character

Founded in 1994, Pulse Entertainment (www.pulse3d.com) has established itself as a leader in character-driven interaction for the Web. The company's mission is to provide a seamless technology platform that enables enterprise solutions for online and mobile marketing, learning, customer relationship management (CRM) and communication. "We have a lot of traction in communications and personalized picture messaging services based on our 3D character

technology, which can dynamically generate virtual animated characters from a single photograph," says Jeff Lipton, VP of product development, Pulse Entertainment. Pulse Entertainment's products range from interactive, intelligent characters and interactive audio to comprehensive rich media marketing solutions, enabling its customers to enhance digital communications of all kinds, across various platforms.

Pulse provides a range of rich media content creation, integration and delivery solutions for enterprise clients, including Anheuser-Busch, Coca Cola, Mattel and SBC Communications. Many of its customers use Pulse-powered solutions to reach thousands or even millions of people. Such large and dynamic target audience numbers require that Pulse deliver high levels of flexibility, quality and responsiveness in its messaging services. In order to establish and maintain customer deployments with these critical attributes, Pulse needed a hosting solution from an industry-leading vendor.

Flexible hosting for dynamic needs

Pulse chose IBM to provide a hardware infrastructure and host it in an IBM e-business Hosting Center. The server environment is based primarily on IBM @server xSeries servers, running the Linux operating system, which provide the foundation for Pulse's core applications. "The xSeries has become a staple of our infrastructure due to its low cost, reliability and performance. We use approximately 20 xSeries servers to support our Fortune 500 customers' production environments," says Lipton. The target audiences of Pulse's customers go to their Web sites to see and create interactive virtual characters. Each Pulse customer has its own unique set of criteria regarding how long those virtual characters will be hosted and how they can be accessed. The dynamic, flexible nature of the IBM solution is instrumental in the high level of customer satisfaction that Pulse has enjoyed.

"An intangible benefit of working with IBM is the confidence it gives our customers that we will be able to deliver a robust, enterprise-level solution."

—Jeff Lipton, VP of product development,
Pulse Entertainment

Results that speak

Using the IBM hosting solution, Pulse has improved availability of client systems to more than 99.6 percent. At the same time, Pulse has reduced overhead by hosting with IBM, shaving approximately 40 percent off of its historical hosting costs. "We feel that the IBM pricing structure that we negotiated was competitive and that IBM provides an element of stability that the competition didn't have," says Lipton. And the smooth transition to a reliable and internationally established solution provider has also paid off. Switching to IBM has helped Pulse continue its expansion into international markets, including Japan, Korea, Belgium, The Netherlands, the United Kingdom and France.

For more information

Please contact your IBM sales representative or IBM Business Partner.

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This customer story is based on information provided by Pulse Entertainment and illustrates how one organization uses IBM products. Many factors may have contributed to the results and benefits described; IBM does not guarantee comparable results elsewhere.