

Success Story
 Intel® Software Partner Program
 TeknoBuild

Harnessing Technology to Help Customers Prosper

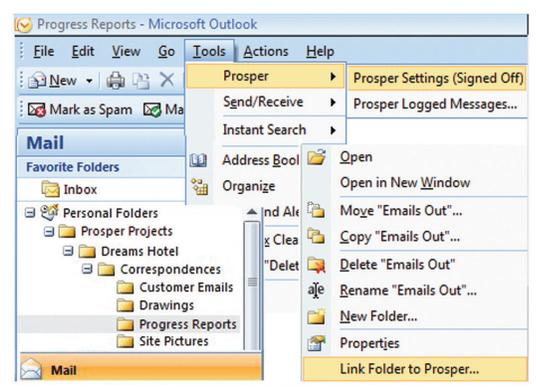
Working with the Intel® Software Partner Program, TeknoBuild has aligned its product's future with that of the Intel® Xeon® processor. With a robust threading model and a well-optimized code base, the company delivers excellent results that will also scale with future Intel® server platforms as they become available.

TeknoBuild, located in Cairo, Egypt, builds software for medium and large companies in the contracting, construction, and real estate development sectors to manage, streamline, and enhance business processes related to project management. The company works with the Intel® Software Partner Program to optimize its product, Prosper*, delivering excellent results on Intel® Xeon® processors.

Robust Engineering that Pays Dividends in Performance

TeknoBuild invests a lot of effort to ensure that its Prosper software gets all the performance advantage it can out of the server platform. This 64-bit application based on C# and ASP.NET benefits tremendously from the native high levels of optimization for the Intel Xeon processor that are built into the Microsoft .NET Framework. TeknoBuild has developed from the firm foundation of that "out of the box" advantage to push the performance envelope further, drawing on technical materials from Intel along the way:

- Threading optimization.** Prosper scales to thousands of users, with each request executing on its own thread. The application's distributed architecture can generate reports in just 37 percent of the time required previously.¹
- Memory caching.** Using an application-level memory-caching system devised by TeknoBuild, Prosper avoids re-execution of tasks that have already been performed. This approach enables the platform to return results much more quickly on average than would otherwise be possible with large numbers of concurrent users.
- Compression.** By compressing client-server communication, Prosper optimizes its use of network bandwidth. The processing power of multicore Intel Xeon processors allows the time required to compress and uncompress requests to be negligible.¹



Users manage project-related e-mail by dragging folders from Microsoft Outlook* to corresponding ones in Prosper*.

As the company tuned Prosper for performance and scalability, it particularly benefited from the white papers and other technical materials available on the Intel® Software Network. Representatives of the Intel Software Partner Program are an excellent resource to point development teams toward such resources that are a good fit with their current challenges.



"With no change to Prosper, as Intel® Xeon® processor-based servers become available with 8, 16, 32, 64, or more cores per processor, our customers can upgrade seamlessly and reap all the new benefits."*

- Salah Malaeb,
 General Manager, TeknoBuild

Challenge:
 Optimize a multi-tier server application to be highly responsive to large numbers of concurrent users today, while preparing it to take advantage of increased parallelism in Intel® processors that will be available in the future.

Solution:
 TeknoBuild, a member of the Intel® Software Partner Program, has optimized its 64-bit Prosper* application to run on the Intel® Xeon® processor. Through robust threading, the application has prepared for growing core counts and scales smoothly to large numbers of hosts as customer needs grow. As the company continues to deepen its relationship with the Intel Software Partner Program, it plans to expand co-marketing activities and support for portable devices.

Learn more:
www.intel.com/partner

"We rely on Prosper in managing our daily business, and we are assured that TeknoBuild will always optimize it on the latest Intel® servers, desktops, laptops, and handheld devices available now and those that will come later, protecting our long term investment."*

- Marco Cinci, IT Manager, Project Automation S.p.A.

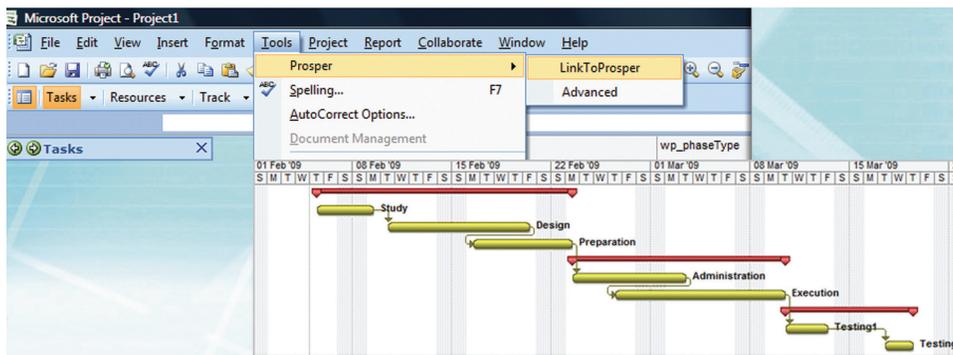
Future Plans for a Deeper Relationship

As a forward-looking company, TeknoBuild's strategy encompasses an aggressive set of business goals. Part of that planning involves deepening its relationship with the Intel Software Partner Program. As TeknoBuild General Manager Salah Malaeb has said, "With no change to Prosper, as Intel Xeon processor-based servers become available with 8, 16, 32, 64, or more cores per processor, our customers can upgrade seamlessly and reap all the new benefits." He sees tremendous opportunity associated with his company's Intel relationship, including near-term plans such as these:

- **Deepen co-marketing relationship with Intel.** TeknoBuild emphasizes optimization for Intel Xeon processors in its marketing materials, and the company plans to pursue the use of Intel logos and other co-marketing elements, as well.

- **Coordinate product roadmaps for portable devices.** The robust, expanding field of devices based on the Intel® Atom™ processor is another area of opportunity TeknoBuild is pursuing with Intel. As a member of the Intel Software Partner Program, TeknoBuild has access to technology roadmaps that will assist it with this goal.
- **Obtain Intel Sponsoring for Prosper Seminars.** TeknoBuild plans to seek Intel's assistance in its efforts to introduce Prosper to various market segments by sponsoring public seminars that TeknoBuild will execute all over the world.

Current success and future promise combine to create a solid advantage for TeknoBuild, and it will continue to build on its membership in the Intel Software Partner Program. As the company's software grows even more innovative and powerful, projects all over the world will run more smoothly and efficiently.



Prosper* integrates with Microsoft Project* for robust creation and maintenance of timelines.

Learn more about
TeknoBuild:
www.teknobuild.com

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 helps to drive increased business success and market opportunities. Learn more at www.intel.com/partner.

Success Story by:



¹ Results reported by TeknoBuild.

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