



"Partnering with Pointivity enables us to focus on our core competency of developing cutting-edge software for the assisted living industry. Pointivity's Citrix-enabled hosting service allows us to quickly and easily release updates to our customers."

- Rose Lochman, CEO, A.L. Wizard

ASP Solution Detail

Industry
Assisted Living

Applications Hosted
A.L. Wizard - Resident Services Manager Module
Microsoft® Office® 2000
Great Plains (ERP)
A.L. Wizard Web site

Business Challenge
Focus on software development, not managing hosting applications
Identify leading application hosting partner to meet company's criteria
Avoid expensive software upgrades

Business Results
Focused on software development
Expanded customer base through outsourcing hosting services
Reduced IT-related costs through seamless software upgrades

Service Provider
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About Citrix® MetaFrame™
Citrix® MetaFrame™ application server software is enabling organizations to extend the "virtual workplace" everywhere by providing secure, reliable access to applications and information on any device or network connection from any location. Citrix MetaFrame extends the functionality of Microsoft Windows® 2000 Servers and Windows NT® Server 4.0, Terminal Server Edition, as well as UNIX® Operating Systems. It provides enterprise management and Web-enablement of applications via Citrix NFuse™ portal server software and flexible access to applications via the full Net - LANs, WANs, Internet, intranets and extranets.



Company

A.L. Wizard, a leading Independent Software Vendor (ISV), creates unique, Web-based software applications aimed at improving the operational aspects of the senior housing industry. Its premier application, Resident Services Manager, was developed by a registered nurse with over 17 years of health care experience to automate the labor-intensive, day-to-day tasks of assisted living communities, such as resident services, billing and marketing.

Challenge

To meet the growing demand for technology in the senior housing industry, A.L. Wizard needed to focus solely on software development. Managing the deployment and maintenance of its applications required extensive IT resources and inhibited the company from concentrating all of its resources on software development. To overcome these challenges, A.L. Wizard sought to partner with a dependable application hosting provider that had offered unparalleled customer satisfaction and 24x7 support. "The heart of our business is creating leading-edge software for senior living facilities, not maintaining an application hosting service," noted Lochman. "Partnering with a reliable and reputable application hosting provider would enable us to concentrate entirely on future software development."

In addition, because the assisted living industry is highly regulated, A.L. Wizard had to continually release software upgrades to keep its applications current with evolving healthcare policies. To quickly distribute these enhancements to customers, A.L. Wizard required a hosting provider that could seamlessly administer software upgrades. Finding a service provider to manage these upgrades would also enable A.L. Wizard to avoid the high costs of maintaining a full-time IT staff.

Solution

A.L. Wizard partnered with Pointivity, a Citrix iBusiness Service Provider, after monitoring the company's dependability, customer service, and business growth for over a year. In less than 12 hours, Pointivity implemented the hosted solution that currently provides A.L. Wizard's customers uninterrupted network access to A.L. Wizard applications. "Pointivity's team transferred our customers to their hosting environment in a single evening, so there was no downtime for us or the customer," explained Lochman. Pointivity presently hosts A.L. Wizard's Resident Services Manager

module, the company's Web site, Microsoft® Office 2000, and Great Plains enterprise resource planning (ERP) software. A.L. Wizard's customers use desktops and laptops to access the A.L. Wizard proprietary applications via dial-up, DSL, and T1 connections. Citrix® MetaFrame™ ensures reliable system uptime while Citrix NFuse™ allows A.L. Wizard customers to quickly access their applications through any standard Web browser.

Benefits

After six months of using Pointivity's Citrix-powered hosting services, A.L. Wizard realized significant cost savings from reduced IT expenditures. By leveraging Pointivity's 24x7 IT hosting support, A.L. Wizard passes along cost savings to its customer base. Because customers pay a monthly subscription fee for use of the Resident Services Manager module, they do not spend money on expensive back-office supplies such as servers, licenses and Management Information Systems (MIS). As a result, A.L. Wizard decreases its customer's IT costs by approximately 40 percent.

Unlike other application hosting providers, Pointivity permits A.L. Wizard to transfer its product enhancements directly to customers without incurring high-priced maintenance expenditures. "Because Pointivity enables us to self-administer software upgrades, there is no need to mail thousands of CD upgrade programs or employ a massive help desk," said Lochman. "We control our application enhancements using a direct connection to Pointivity's servers, and the cost savings are tremendous."

Future

Over the next three years, A.L. Wizard plans to grow exponentially and anticipates adding 1,500 - 2,000 new end users from 500-800 companies. The company's trusted partnership with Pointivity will enable A.L. Wizard to scale its business to meet market demand and focus exclusively on developing the best software for the senior housing industry. "In the future, we will add accounting, human resources, payroll and OSHA training to our suite of hosted applications," said Lochman. "Pointivity's online hosting services will be instrumental in giving our customers complete control of their assisted living facilities."