

Case Study

ExImWare

Overview

ExImWare is a software solutions company that provides collaborative trade, workflow and risk management solutions to agriculture trade participants in global markets, initially focusing on the coffee and cocoa markets. ExImWare solutions leverage “web native” technologies to facilitate real-time inter and intra-company collaboration, increase operational efficiencies and the velocity of trade, as well as provide early visibility into business-critical information across agriculture commodity supply chains.

From its inception, customers have driven the direction of ExImWare and the design of its products. ExImWare’s solutions have been developed by commodity professionals working with leading industry participants. The company’s primary focus today is worldwide coffee and cocoa markets, which demand real-time, “out of the box” solutions for large and small companies crisscrossing the globe.

ExImWare’s Challenge

ExImWare merged with InterCommercial Market in March 2002, making it the first software company to offer an end-to-end solution for the global coffee market. Prior to the merger, InterCommercial Market had been the market-leading coffee transaction and communications platform since its product launch in August 2001. This transaction platform is now fully integrated with ExImWare’s TradeConnect and Trade Lifecycle Management solutions. As a result, businesses now have a secure, efficient means to negotiate and manage their agriculture commodity transactions from contract inception to completion, as well as exchange various contracts and traffic documents with suppliers and customers.

The cornerstone to ExImWare’s solution offering is its ability to provide all customers access to its highly evolved application service provider (ASP) offering. ExImWare’s interconnection and colocation choice was a crucial business decision, as its business model relied on a partner that delivered maximum availability to its worldwide customer base 24 x 7. “Having our system down is just not an option,” said Munish Minocha, ExImWare COO.

ExImWare was using a colocation facility in New York, but sought a financially stable interconnection and colocation partner with a facility near its Ann Arbor, Michigan headquarters. Their partner needed to have a Class A facility, quick extensibility and access to a broad range of additional IP services that mapped to ExImWare’s growth strategy. ExImWare also required that the colocation facility be carrier neutral. Though ExImWare was a Verio partner, the company wanted the flexibility to augment its services when it deemed necessary.

Switch and Data’s Solution

After diligently surveying their options, ExImWare selected Switch and Data for their interconnection and colocation requirements. In a matter of days, ExImWare was seamlessly relocated to the Switch and Data Detroit facility from New York City and had rock-solid IP connectivity through their existing carrier, Verio, which was also located in the Switch and Data facility. The migration was invisible to ExImWare customers, who experienced the same or, in many cases, better service.

Switch and Data offers ExImWare premium quality interconnection and colocation services. By leveraging Switch and Data’s Detroit facility, ExImWare now has access to the world’s leading carriers and a vast selection of IP network services – allowing the company to connect its customers on virtually any backbone, quickly and cost-effectively.

“Switch and Data’s leadership and expertise in facilities design, build-out and management allows us to focus on our world-class services with the confidence that our solutions have the security, performance and reliability our customers require.”

Munish Minocha, COO, ExImWare

ExImWare selected Switch and Data’s facility based on its ability to deliver unsurpassed reliability, full online battery and generator power, 24 x 7 monitoring, fire suppression and redundant climate controls. Switch and Data tailored for ExImWare an interconnection and colocation solution specifically to meet their business needs. “Switch and Data gives us the competitive edge necessary in today’s market,” says Mr. Minocha. “Switch and Data’s innovative business model and expanding range of services provides us with a flexible, cost-effective path for change and growth.”

As ExImWare expands its service offering, Switch and Data is well positioned to facilitate its growth. ExImWare derives a powerful benefit from Switch and Data’s rich marketplace of over 400 network and business services with direct access to other Switch and Data customers and partners. ExImWare can negotiate more aggressively and easily to get the network services they require from a wide array of carriers and other Switch and Data service provider customers for the cost of an interconnect.