Meta Integration and CA Drive Sales With Symbiotic Solutions

Computer Associates™
SOLUTION PARTNER

Meta Integration Technology, Inc. (Meta Integration) provides solutions for data and meta data movement required for the integration of modeling and data management tools (such as ETL, DW, EAI and BI). Its solutions are niche market tools that integrate other tools. For example, when organizations purchase development and data modeling tools from a vendor such as Computer Associates International, Inc. (CA), Meta Integration provides key bridges that help the company move from a prior system to the new environment. Its tools enable companies to easily move meta data (such as models) from the old system to a new product, and ensure that the new product integrates well within the enterprise. In many cases, these capabilities are crucial to the sale of the new system. Meta Integration supports more than 40 leading software development and design products, including several CA solutions.

The Meta Integration Model Bridge (MIMB) solution allows customers to integrate CA's Advantage™ Gen for Enterprise Servers, AllFusion™ ERwin® Data Modeler and AllFusion™ Component Modeler, and has been certified ca smart™ when used with these products. The ca smart *Seal of Excellence* is earned by innovative solution providers that deliver business value and technical excellence through the integration of their solutions with CA technologies.

CA Partnership is Critical to Meta Integration's Success

Meta Integration dedicates most of its resources to developing the best possible software tools, so it has very few internal marketing and sales resources. "Strong partnerships are absolutely mission critical," said Christian Bremeau, President and CEO of Meta Integration. "Because of the complementary nature of our products, almost all of our sales efforts are conducted in concert with our partners. Successful partnerships move these products into the market. The ca smart Solution Certification Program offers us one of the most productive partner relationships out there, with real marketing opportunities, clearly-defined programs and proven results."

Keys to Solution Partnership

For a variety of reasons, the solution partnership with CA was especially attractive to Bremeau and Meta Integration. For one, the partnership is a natural fit, with mutual benefits for both parties. "I like things to be symmetrical from a marketing perspective," said Bremeau. "It becomes fairly obvious early on if an agreement is lopsided. With CA, however, the benefits are mutually advantageous, the effort is symmetrical, and the programs and results are measurable." The dependent relationship between the products of the two companies provides a built-in benefit for each organization. Each product extends the capability of the other.

Bremeau also values the fact that the solution partnership has teeth. "I look for partnerships where there's something more than a paper agreement holding the thing together," he continued. "We need visible, quantifiable, external results, like co-marketing plans and aggressive web visibility." Finally, added Bremeau, the partnership needs to produce results in the form of closed sales. "CA's solution partner program, including the ca smart certification process, provides us with exactly this kind of relationship," he said.

Program Features Pay Off

Meta Integration has already taken advantage of various ca smart program benefits. The CA and Meta Integration websites are tightly linked so that customers looking for specific solutions can quickly find the right combination of partnered products.

> ## "
> ### The ca smart solution certification program offers us one of the most productive partner relationships out there, with real marketing opportunities, clearly-defined programs and proven results.
> ## "
>
> Christian Bremeau
> President and CEO
> Meta Integration
> Technology, Inc.

"We're seeing a lot of spontaneous lead generation from the CA site," said Bremeau. The Meta Integration and CA websites make liberal use of the ca smart logo, driving mutually beneficial traffic.

"The Web is such an important tool for both companies, because a customer can search by keywords — for example, Rational Rose or AllFusion ERwin — and instantly find our offering," said Bremeau. "As simple as it sounds, that really helps us get in front of the customer."

The latest ca smart *Wall Street Journal* advertisement included Meta Integration, and the company expects to participate in upcoming CA World℠ trade shows. Meta Integration will be able to demo its solutions in CA's Solution Centers worldwide, adding further exposure and sales benefits. The company is also eligible for ca smart marketing development funds, partner spotlights and features in the various internal and external CA newsletters, and a host of other PR opportunities. "The strong partner program closes the loop for us," said Bremeau. "We've got great visibility as a well-established CA partner."

Unique Opportunities

Meta Integration recently completed a major request-for-proposal for the defense department of a large NATO ally and the CA partnership helped strengthen the response. CA salespeople involved with the deal were able to point to official Meta Integration references on the CA site and quickly show the prospect how its integration requirements would be met.

The People Make the Program

"CA has dedicated a lot of enthusiastic and knowledgeable personnel to the program, and they understand what it takes to sell our particular products," said Bremeau. "We've got an excellent relationship with the development teams at CA, and they constantly keep us in the loop with new versions of code and testing results."

"I'm not exaggerating," asserted Bremeau. "We live and die by the success of our partner relationships. We want to stay focused on our core competency of software development and this partnership allows us to do that. The ca smart program is ideal for our particular situation."

ca
Computer Associates™
SOLUTION PARTNER

Quality System™

Quality Endorsed Company
ISO 9002
Lic. 2443

ca smart

For more information, call 1-631-342-4200 or visit ca.com/partners

© 2002 Computer Associates International, Inc. (CA). All trademarks, trade names, service marks and logos referenced herein belong to their respective companies MP163371202