



CASE STUDY **PROPOSAL SOFTWARE**
INDUSTRY HOSTED SOFTWARE PROVIDER (PMAPS® WEBPRO)

CLOUD-BASED HOSTING WINS NEW BUSINESS FOR PROPOSAL SOFTWARE



Services:

NaviCloud® IaaS and Managed Hosting

Measures of Success:

- A competitive edge in developing new business, thanks to Navisite's® reputation and security expertise
- Rapid growth, enabled by highly scalable bandwidth and architecture
- The ease of adding new features and upgrades to the PMAPS® product
- Ability to give clients highly reliable access to the software

**COMPANY OVERVIEW:
PROPOSAL SOFTWARE.**

Proposal Software's PMAPS® WebPro application helps large financial services, technology, commercial and insurance companies win new business by enabling them to respond to Requests for Proposals (RFPs) more effectively. Originally a client-server application, Proposal Software first offered PMAPS® as a hosted solution in 2007. As demand for PMAPS continued to grow, a hosting solution that could handle more rapid scaling was necessary.

**Seeking a Hosting Solution with
the Power to Grow and Evolve**

With growth accelerating, Proposal Software co-founder and Chief Technology Officer Steven Heffter explored changing the PMAPS® delivery model to Software-as-a-Service (SaaS). He asked his legacy hosting company if it could provide the scalability, security and reliability to keep pace. 'They acknowledged they were not prepared to grow with us', Heffter recalls.

In 2009, after exhaustive due diligence, Proposal Software chose Navisite as its new hosting partner. 'We found that Navisite was a great fit', Heffter says, adding that he has 'been very pleased with the ability to support continued growth through working with Navisite'.

Moving to Navisite® and The Cloud

Proposal Software is growing, with thousands of users now interacting with PMAPS®. While hosting remained on physical servers for several years, PMAPS® is now hosted exclusively via NaviCloud® Infrastructure-as-a-Service (IaaS), which delivers virtualized IT resources, such as servers, memory, storage and bandwidth. 'And that', says Heffter, 'gave us the ability to scale and do things we weren't able to do before'.

**Supporting an Excellent
Customer Experience**

For Heffter, one of the biggest advantages of working with Navisite is the extremely responsive service. 'It's a very competitive marketplace', he notes. 'Navisite understands success is all about the service', — reflecting Proposal Software's own customer-centric philosophy.

Navisite has supported onsite visits and audits by some of the largest global PMAPS® clients. 'Navisite rolled out the red carpet', Heffter says.

**A Hosting Solution That's Flexible,
Yet Rock-solid Reliable**

The flexibility of Navisite's hosting environment enables constant innovation. As examples, Heffter says, 'We're adding with the confidence that our infrastructure is secure and being monitored 24/7'.



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'We've always been a very happy customer, but there's a reason for that: Navisite has taken very good care of us. That responsiveness is important.... I feel we are a true partner, and that's how I represent Navisite [to our clients]'

Steven Heffter, *Co-founder & CTO*, Proposal Software

'Data security along with performance has always been at the forefront of our software platform and as Proposal Software continues to grow, having a partner like Navisite who has the expertise and infrastructure to support the scaling of our business is paramount to our success'

new features constantly. We are doing more agile development. Where we were updating just once a year, we're now updating more frequently. We can focus on development,

Navisite's reliability has been critical in helping Proposal Software maintain its 99.99% uptime commitment to its clients. 'Our clients rely on our software to be available 24x7x365', Heffter says.

Helping Proposal Software Win New Business

In developing new business, Proposal Software promotes its close relationship with Navisite. In fact, Heffter says, 'We are happy to reference Navisite by name. We're happy to be able to say that Navisite is a trusted partner'.

The partnership also proves crucial in demonstrating the security of PMAPS® hosting to some of the world's largest asset managers. Heffter says Navisite's SSAE-16 standardization is extremely important.

Proactive Recommendations

Heffter values the collaborative role his Navisite team plays in providing recommendations 'The Navisite team approach has been very good', he says, 'introducing us to the right people and engineers throughout Navisite'.

Heffter adds: 'As we move into this next stage, we will be exploring more ways in which Navisite can help us going forward. Based on our experience to date, I'm confident we'll want to continue partnering with Navisite'.

About Navisite

Navisite, Inc., a part of Spectrum Enterprise, is a leading international provider of enterprise-class, cloud-enabled hosting, managed applications and services. Navisite provides a full suite of reliable and scalable managed services, including Application, Cloud Desktop, Cloud Infrastructure and Hosting services for organizations looking to outsource IT infrastructures to help lower their capital and operational costs. Enterprise customers depend on Navisite for customized solutions, delivered through an international footprint of state-of-the-art data centers. For more information about Navisite's services, please visit navisite.com or navisite.co.uk.