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ISV adds some Moxie for Toronto Maple Leafs

Only innovation can drive new business revenue with clients
9/20/2010 9:57:00 AM By: Doug Bannister

For the independent software vendor (ISV) community, the word innovation is synonymous with growth. And if it isn't a priority in your organization, it should be.

Indeed, ISVs play a critical role in transforming technologies into tailored solutions that solve business challenges and inspire new levels of success. It goes without saying that today's customers demand a lot from their technology partner. This includes delivering flexible and cost-effective IT solutions that enable clients to fully optimize their operations.



Our strategy has been to work closely with industry leaders such as Microsoft Canada and leverage existing trusted tools and technologies that inspire innovation. A clear example of this is Toronto-based Maple Leafs Sports Entertainment (MLSE). The organization hosts hundreds of events each year and recognized that guests of Toronto's Air Canada Centre were looking for a new entertainment experience that would help deliver a more immersive entertainment experience. With this in mind, MLSE was looking for a flexible, cost-effective digital signage solution and implemented our Moxie content management solution that leverages Microsoft technology.

MLSE is using Moxie to remotely acquire and distribute real-time data from multiple sources and power a large network of more than 360 LCD screens throughout the venue. The screens now stream live video from the event to ensure fans don't miss a minute – even when in the concourse area. The Microsoft-based technology allow guests to now benefit from a more engaging and immersive entertainment experience; information displayed on the screens also help fans navigate the arena and promote upcoming events held at other MLSE facilities.

In order to drive new business opportunities, Omnivex radically changed the direction of its development efforts, became a Microsoft Gold Certified Partner and trained the development team on C#, .NET framework and Windows Presentation Foundation (WPF) technologies. Our efforts have not gone unnoticed; since its release to market in March of 2009, the Moxie content management solution has won many awards including Microsoft's prestigious Blue Sky Award. The Blue Sky Awards recognize ISVs that go beyond conventional processes, combining their passion and insight to satisfy customers, while at the same time contributing to Canada's role as a technology leader.

Technology partners should look to create solutions that will not only meet the IT challenges of today's customers, but deliver a clear return on investment. And as an ISV, placing greater emphasis on listening to customer concerns and developing solutions that help them achieve a positive business outcome is key. ISVs play a critical role in turning the newest technologies into tailored solutions that solve business challenges and inspire new levels of success: our job is to innovate, inspire and push the limits. This is a simple concept – but a highly important one.

Doug Bannister is the CEO and Director of Software Development for Omnivex Corporation.

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