



Success Story  
Intel® Software Partner Program  
Multi-Core-Initiative



*"Intel has such a huge brand recognition, technical depth and resources that it provides a compelling value for start-ups like Critical Links, who need similar muscle but lack the resources to compete effectively."*

– Abdul Kasim, Vice President  
Global Marketing and Business  
Development at Critical Links,  
Fairfield, USA

**Challenge:**

Critical Links' flagship product, the edgeBOX needed powerful hardware for its multifunctional features and – being a new company – additional credibility in the target SMB market

**Solution:**

The Intel Software Partner Program offers start-ups and young companies valuable support in all product development phases. Intel supports the optimization for multi-core processors by providing resources for ISVs or by granting practical remote access to the Intel development system

**Learn more:**

[www.intel.com/partner](http://www.intel.com/partner)  
[www.critical-links.com](http://www.critical-links.com)

## Multifunctional allrounders need multi-core power

### Intel Software Partner Program® supports start-ups and young companies

Critical Links was founded in 2006 as a spinoff from Critical Software SA. The young company's flagship product edgeBOX, however, already looks back on an impressive track record. At the Internet Telephony conference in Miami in January 2008, it earned the "Best of Show Award", acknowledging the impressive and innovative technology showcased at the event. Right from the outset, the developers at Critical Links had opted for programming on an Intel multi-core platform, especially in view of the fact that the high degree of functionality of this so-called office-in-a-box appliance (alternative also referred to as a multi-service business gateway) must not reduce performance and also offer robustness and scalability.

Small and medium-sized businesses often struggle with the increased complexity of software and hardware required to support their common applications and services. Network appliances such as the edgeBOX by Critical Links that provide data, voice and IT services out of a single box represent the ideal and simple solution to managing this complex environment. Such all-in-one solutions, first and foremost, call for high performance which requires consistent and above all, long-term implementation strategies. Consequently, Critical Links decided to cooperate with an experienced partner. Developer tools and roadmaps that the Intel Software Partner Program provides members have been supporting the development of this successful product, since its inception.

The edgeBOX Enterprise model is designed to serve up to 300 users. The data, voice and security services are controlled by a user-friendly web interface. Based on open source software, the deployment of the edgeBOX reduces the number of individual devices and appliances by an average of 4 to 6. The solution



*"Due to our fruitful collaboration the company has been able to significantly raise the performance of its flagship product. This underlines the benefit of the Intel Software Partner Program for young companies."*

Peter Rohr, Marketing Manager Software & Solutions Group EMEA.

impresses with leading edge network technologies, as well as extensive features in the following areas: networking, voice services, IT services, high speed Internet access, firewall, VPN deployment as well as Web server and e-mail server functionalities in combination with a reliable, high-performance hardware platform.

### **Intel Software Partner Program delivers optimization driven performance push**

Being a member of the Intel Software Partner Program has provided substantial benefits for Critical Links: "Without the Intel Development System, optimization would have been a protracted, difficult and time consuming process. Our test runs were accelerated tremendously, which also helped to reduce cost", confirmed Abdul Kasim, Vice President, Global Marketing and Business Development at Critical Links. Intel supported the company especially by providing information on detailed functions of the Intel platform, and also by sharing sophisticated Intel test tools. "The Intel platform definitely is superior to competitive offerings", concludes Abdul Kasim from a comparative perspective.

Thanks to the optimization, the number of simultaneous Voice-over-IP calls increased by at least 20 percent. This performance gain directly contributes to a fairly significant reduction of costs per user, which ultimately benefits clients opting for the solution. In addition to the performance push in speed, the system stability of the edgeBOX is also enhanced.

### **Intel elevates start-ups to business class**

The Intel Software Partner Program reaches far beyond technical support for developers: "With the help of the Intel roadmaps we have put our own, in-house business plan solidly on the road to success, as valuable resources are deployed precisely where they are needed the most. In addition, we have a firm grasp of the costs involved in the test phase on the markets, and can orient our sales and marketing strategies accordingly," emphasizes Abdul Kasim. The partner program also helped Critical Links in adjusting its business plan to market requirements providing exclusive advance information on upcoming product launches, such as the "Clear Bay" hardware platform.

In addition to technical support, registered participants in the Intel Software Partner Program also benefit from the perspectives of joint marketing activities. And following successful optimization, the use of the Intel logo is guaranteed: "Due to the fact that Intel commands tremendous brand presence, co-branding provides partners with an immediate credibility. This is absolutely essential for start-ups and young companies," underscores Abdul Kasim.

In upcoming projects such as the development of a new group of software modules to be launched under the brand "edgePACKs", Critical Links will also be drawing on the know-how of the Intel Software Partner Program.

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## **About the Intel® Software Partner Program**

The Intel® Software Partner Program provides a framework for collaborative solution development around Intel architecture. From business planning and product development to marketing and sales, the program drives increased business success and market opportunities.

Success Story by:



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