



Success Story

Intel® Software Partner Program
Multi-core Technology Focus Area
Financial Services Market Focus Area

Financial Software Company Boosts Software Performance Using Intel® Development Tools and Intel® Multi-core Processors



"By enabling Liquid Scenarios Server 2008 for Intel® multi-core technology—enabling the system to run on an 8-core machine—we were able to become one of the first financial solutions in the world certified for Windows Server* 2008."*

- Lorenzo Carver, Chief Knowledge Architect for Liquid Scenarios*, bpCentral

Challenge:

Reduce processing time for complex financial calculations and provide the best possible performance on the widest range of platforms.

Solution:

bpCentral of Boulder, Colorado, joined the Intel® Software Partner Program to gain early access to Intel® development tools and advance looks at Intel's processor roadmap.

Learn more:

www.intel.com/partner

bpCentral uses the Intel® Compiler and other Intel tools to optimize its financial analysis applications for Intel® multi-core processors and reduce processing time by as much as 50 percent.

bpCentral wants to deliver anytime, any-device access to financial information so that financial professionals can make swift, informed decisions on fast-changing markets. The company joined the Intel® Software Partner Program to get early visibility into Intel's latest processors, development tools, and mobile technologies. Using the Intel® Compiler to optimize several of its Liquid Scenarios* products for Intel® multi-core processors, bpCentral was able to improve performance by up to 50 percent and reduce development and test time.

Maximum Performance for Financial Markets

Based in Boulder, Colorado, bpCentral builds financial analysis software and systems that increase productivity and create competitive advantage for venture capitalists and venture-backed companies. bpCentral's core technologies include CIMPA* (the Carver Import Algorithm*) for importing financial reports; OferX* (Open Financial Explanatory Reporting Extensibility*) for understanding and interacting with financial reports; bpGrid* for displaying financial data and reports; and bpSkin* which allows each application to be displayed in an attractive, user-friendly environment.

The company's line of Liquid Scenarios solutions delivers anytime, any-device access to business intelligence information so founders of high-growth ventures, investment professionals, and the financial leadership of venture-capital firms can make swift, informed and confidently actionable decisions based on the latest financial data available.

Performance Improved 20 Percent

bpCentral joined the Intel® Software Partner Program in August 2007 to gain advance looks at Intel product roadmaps and gain technical assistance in optimizing its software for the latest Intel® processors. It started using the Intel® Compiler as a



test tool when its local Intel representative suggested the tool during a walkthrough of the latest Intel roadmap, suggesting that performance benefits could be achieved very quickly.

"We were intrigued," says Lorenzo Carver, chief knowledge architect for Liquid Scenarios at bpCentral. "We tested this assertion by hiring a third-party company to run simple time calculations comparing a complex proprietary process that all bpCentral applications require. The complete range of performance results achieved after using the Intel Compiler was quite compelling. Similarly, we routinely build systems as part of our testing process and have consistently noticed superior performance using Intel chipsets and processors."

By optimizing its 409A Venture Scenarios* and Liquid Scenarios Enterprise products using the Intel® C++ compiler, bpCentral was able to cut certain complex processes by as much as 50 percent, and 20 percent on average. "By enabling Liquid Scenarios Server 2008 for Intel multi-core technology—enabling the system to run on an 8-core machine—we were able to become one of the first financial solutions in the world certified for Windows* Server 2008," Carver says. "By verifying our ultra-mobile offering, Liquid Scenarios Ultra Mobile, we were able to offer a higher level of assurance to this niche user group and further deliver on our promise to deliver 'anytime, any-device access to financial business intelligence.'"

As an example, bpCentral benchmarked the process of exporting a complex capitalization table from thousands of interactive variables into a Microsoft Office Excel* spreadsheet, with explanatory trees for auditing eliminating the need for formulas that would take days to audit.

- The traditional Process required 20-25 Hours (72,000 seconds to 90,000 seconds).
- The Liquid Scenarios Server 2008 Client Process running before Intel optimization required 15 seconds average.
- The Liquid Scenarios Server 2008 Client Process running after Intel optimization required 7 seconds average.

Reduced Development, Testing Time

bpCentral used Intel C++ Compiler manually initially and was able to reconcile marginal differences between it and its existing compiler in less than a day. Thereafter, the company incorporated the Intel C++ Compiler into its automated build-and-sign process across each of its server, desktop, and workstation products. For its ultra-mobile solution, bpCentral used the Intel® Ultra Mobile PC Evaluator, which helped eliminate manual testing requirements and increased the company's ROI on its ultra-mobile initiative.

Proactively Meeting Customer Needs

"There are several reasons why we optimized each of our Liquid Scenarios finance and business intelligence solutions for Intel multi-core, mobile, and ultra-mobile technology," Carver says. "The most important reason, however, is that we are a customer-driven organization. We try to get ahead of our customers' demands, so that before they realize they need a feature, function, or solution, we have it designed, tested, and ready to incorporate into the latest versions of our solutions. This means testing multiple devices and configurations."

"Intel multi-processor technology is often months or years ahead of most software solutions and years ahead of all competing chipsets and microprocessors," Carver continues. "As an ISV, enabling our products for Intel technology gives us a development advantage, a cost advantage, and a marketing advantage while actually decreasing our QA costs. Each of these competitive advantages translate directly into an superior experiences for our customers."

In addition to optimizing its solutions for Intel technology, bpCentral has consistently participated in third-party test authority certification for Windows* platforms. "The latest Windows operating systems—Windows Server* 2008 and Windows Vista*, for instance—are increasingly trending towards 64-bit architectures and multi-processor requirements," Carver says. "For ISVs to be relevant, they simply have to have their applications built in a manner that unlocks the leaps in processor capabilities. If they don't do this for their customers, competitors will."

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:



Intel and the Intel logo are trademarks or registered trademarks of Intel Corporation or its subsidiaries in the United States and other countries.

*Other names and brands may be claimed as the property of others.

Copyright © 2008 Intel Corporation. All rights reserved. 0808/KGI/MESH/PDF

320451-001US