

# Express Metrix

## LogiXML Strengthens Key Reporting Differentiator

**“Our existing customers speak highly of the added functionality and better visual presentation.”**

### The Customer

Based in Seattle, Washington, Express Metrix has been a leader in IT asset management for over a decade. Their concentration is in PC inventory and software metering solutions, and their mission is to provide world-class tools that simplify and support overall corporate IT asset management processes. Distinctly customer-centric in everything from market analysis to product design and implementation to sales and support, they have successfully provided solutions to over 5000 customers.

This field deals with massive amounts of data and information, and Express Metrix understands that delivering reporting and analysis capabilities that facilitate decision-making is a way to retain a competitive advantage.

“Our core strengths are our reporting capabilities, ease of deployment and use, and top-rated customer support,” says Kris Barker, Express Metrix co-founder and CEO.

“While simplicity and ease-of-use have historically been strengths of our product offerings, reporting has always been one of our key differentiators. We've focused on providing analysis of the vast quantities of collected IT asset information in a manner targeted at making real-life business decisions--as opposed to simply displaying pages of data.”

### The Issue

Recently, Express Metrix reassessed their reporting and analysis potential to see if there were even better ways they could serve their customers. Until then, the majority of their reporting functionality was delivered via the Crystal Report runtime called directly from within a Windows-based reporting console.

Continues Barker, “although our reporting has always been extensive, we felt the need to provide a higher level of user customizability, enhanced report interaction (more drill downs, better sorting, etc.), and better summary-level

### The Customer

Express Metrix - IT asset management solutions

### The Issue

With reporting capabilities as a key differentiator, Express Metrix sought enhanced reporting flexibility, interactivity, more and better features--plus a 100% Web-based experience.

### The Solution

Express Metrix decided to embed the LogiXML platform.

### The Result

Improved pre-sales/demo experience; positive response from existing customers about enhanced functionality, appearance, and user interaction.

information (dashboards, graphs, etc.) than we were currently delivering. Additionally, we wanted to unify our reporting presentation to be 100% browser-based. Previously we had some Web-based reporting and some reporting delivered via an installed Windows application.”

As many software companies do, Express Metrix considered building their own module. However, they discarded this option, primarily on time-to-market grounds.

Says Barker, “we considered building everything directly on SQL Reporting, but felt the time needed to build the required underlying infrastructure would be excessive. This was a difficult decision for us as we carefully weighed the advantages of a home-grown system with potentially better control over areas such as scalability vs. the advantages of using a higher-end tool that would allow us to prototype the system and generate final reports more quickly.”

So, they started shopping for a vendor-delivered solution. “Our evaluation criteria was somewhat informal, but we were looking for support for dashboards, a “modern” visual appearance, ease of use within the report development environment, compatibility with existing product infrastructure (Microsoft-based: SQL Server, IIS, and .NET), and overall vendor responsiveness.

## The Solution

The set of criteria mentioned above caused Express Metrix to choose LogiXML.

“LogiXML did an impressive job of walking through their offering both from a final presentation standpoint as well demonstration of the development environment. They produced impressive example reports written against some of our sample data showing the capabilities of the LogiXML framework. I personally had the opportunity to interact with support during while actually trying out the product on my own and found them to be responsive and very competent.”

## The Result

“As our reporting was already quite good, we did not expect to see any significant direct sales-side benefit to our completely rewritten reporting functionality. We did, however, expect an improved pre-sales/demo experience as well as positive response from existing customers as a result of the new reporting functionality, appearance, and user interaction.”

“We've seen exactly that since shipping the new reporting. Our existing customers speak highly of the added functionality and better visual presentation; and demonstrating the product is more impressive with improved appearance,” concludes Barker.