

Skyway's UK stepping stone to EU

 EUROPE  UNITED KINGDOM

US-based software technology and services provider Skyway has recruited Domain Technologies, traditionally an implementation consultancy, as its first reseller in the UK and as a stepping stone to further European expansion. The recruitment comes after a successful two year working partnership on a SOA project at BAT based on the affinities between Skyway's Virtual Workplace and Domain's developer teams. It is also consistent with Domain's strategic decision to market and sell a select range of products and increase the size of its footprint.

Sean Walsh, president and CEO, Skyway (*right*), also reveals that the US company is planning expansion into Europe, based on a network of complementary partnerships with ISVs ("when we use the term ISV we are thinking about companies like ourselves") that could have the potential to develop in the same direction as the one with Domain.

Skyway has drawn up a Discover and Use mechanism that should allow a collective to be built on the principle of discovering "pre-existing assets in bespoke software development, assets that in turn can be incorporated and extended." The practical tool in this scheme is the Virtual Workplace, a "uniquely differentiated offering" that

allows the user to see the solution in prototype form and greatly enhances the role of consultancy.

It is planned that there will be one dedicated team of Skyware professionals somewhere in Europe working a network of partners. The final location of this team, either the UK or somewhere on the continent, has yet to be decided but Walsh believes that this will be figured out in six months

"In the US we have both direct and indirect sales but the approach to Europe will largely be through partners. We are looking for partners in Germany, France and Switzerland." Walsh also hints that the fact that the majority investor in company



is Swiss, and based in Zurich, could be of some significance.

The plans are built on covering a cross-industry market landscape, with Walsh revealing that healthcare is a particular focus at present. "The services we offer wouldn't be suitable for an organisation that doesn't have 10 or more developers as part of its IT team.

"However, as anything north of 1,000 is no problem then, on balance, it could be said that there really is no limit."

Walsh believes that within the Java Runtime segment of SOA there is a continuing move towards consolidation and acquisitions, but within the area in which Skyway operates, Design-time, there is still scope for innovation as products become increasingly commodified. "We are differentiating on the ability to build software. We are five or ten times faster than, say, IBM with its RUP (Rational Unified Process) programme of software delivery. It is part of Skyway's commitment to a whole business methodology to replace last generation technology."

There is also a firm belief in the channel. Walsh assures that if a client has been identified by a partner, but for whatever reason wishes to go direct, then Skyway will "take care of the partners financially. It is crucial never to bypass the partner in any way." www.skywaresoftware.com