



Small Business Case Study:
Intel® Xeon®
processor technology
& Intel® Centrino®
mobile technology
Size of Company: 1-25 people

Intel® arms Diginiche's Octopz* with performance

Case Summary

While searching for a way to make three-dimensional content useful to companies throughout a product lifecycle, Diginiche developed a new collaboration tool called Octopz*. With the launch of this new tool as an Application Service Provider (ASP) model, Diginiche needed leading edge technology to ensure high levels of product performance for customers.

diginiche inc. images that work



Challenge

Bringing 3D images to life was Diginiche's forté when it opened its doors nine years ago. Its powerful 3D content won awards for organizations like the Museum of Television in Toronto, which used Diginiche's online product demonstration expertise to create a virtual museum of antique televisions, complete with a hosted narrative and interactive content. "3D was really a solution that was in search of a problem. It was expensive to create and as a sales tool was hard to justify," says Diginiche president Barry Fogarty. "We needed a way to make 3D content available earlier in the product lifecycle and for it to be used by a wider range of people." From the idea of repurposing 3D content grew an idea for a tool to help businesses interact and collaborate online with partners and suppliers. Diginiche envisioned a tool that could import a range of document types, including word processing documents and spreadsheets, as well as complex 3D images from computer assisted design programs. Octopz* was born. The development of the new business tool highlighted the technology limitations at Diginiche. Because Diginiche used mostly custom-built computers with Intel® Pentium® 3 processor technology, they knew the release of Octopz to its global clients would require more processing power than they currently had. Since Octopz is sold to clients as an ASP offering, Diginiche needed to scale up for client sessions with ease. "The user experience has to be fluid and pleasurable. If they are manipulating a 2D document or zooming in on a word, we need to know it will be smooth and I need to know [they] are seeing what I am seeing without a lot of latency or delay," said Fogarty. "A 3D model requires more processing power and more interpretation. It is processor intensive on local computers and on the server computers." Diginiche knew it needed more power.



Solutions

Power up it did. Diginiche upgraded all of its development computers to custom-built desktop workstations with Intel® Pentium® 4 processor technology. For internal file sharing and testing, Diginiche bought a Dell PowerEdge 2850 server* with Dual-Core Intel® Xeon® processor technology to meet the company development and storage requirements while easily handling the processing speed needed to quickly render complex graphic images. "We had developers working 12-hour days. We couldn't wait for something to render. A few thousand dollars to get things moving faster is money well spent." At the same time as it was upgrading internal operations, Diginiche checked that its hosted server farm could handle the projected increase in data processing requirements as Octopz* went live with clients. "We needed to know they were using latest generation technology and could handle the demands we would be putting on it. All our servers are Dual-Core Intel® Xeon® processors, which give us the speed we need," said Fogarty. In addition, Octopz allows companies to link up to four people through Voice over IP (VoIP) for any collaboration session. "With all of the data that has to be moved back and forth, it's imperative we have latest generation technology," said Fogarty. "We need to be certain that the entire experience is pleasant. Any latency when zooming, panning or even when talking over VoIP can be irritating for customers," Fogarty said, noting their new servers with Dual-Core Intel® Xeon® processor technology provides the ideal combination of speed and reliability they needed.

Key Advantages

With Octopz* in the early stages, and ongoing online product demonstration solutions being developed for businesses like Hitachi and the Museum of Television, Diginiche needed to build a scalable network infrastructure from the ground up.

By using a wireless LAN and notebooks with Intel® Centrino® mobile technology, Diginiche has greater flexibility to bring in designers and developers on a project-by-project basis. By renting server space from a hosted provider who resells servers with Intel® Xeon® processor technology, Diginiche has a solid platform from which to release Octopz to small-and-medium sized businesses in need of collaboration support.

Wireless Out Of This World

Diginiche's offices are located in Toronto's MaRS complex, a leading-edge research, development and commercialization facility containing many start-up companies. Within the wireless complex, Diginiche teams use a Toshiba Satellite M40 laptop* with Intel® Centrino® mobile technology to demo Octopz* for blue chip businesses including Rogers, Umbra, Loblaw's, LCBO, Canadian Tire, and Tabi. Having a professional demonstration of the high-end graphical collaboration is a key selling tool, and demos can be done anywhere from the atrium to the boardroom.

"We have a fairly small office ourselves and we use the other meeting rooms throughout the complex," says Fogarty, adding they were impressed with how easily their Toshiba laptop handled their graphic requirements. "It has been amazing. It works brilliantly well, handling VoIP and 3D CAD with no difficulties whatsoever."

High Performance Processing

Whether connecting with a manufacturing floor in the Middle East to confirm specifications on a drawing before production, or helping engineering departments create injection moulded car parts, Octopz* links disparate elements in a supply chain into a single collaborative environment. With Octopz hosted on servers with Intel® Xeon® processor technology, staff and suppliers can meet in an online environment, use VoIP to discuss the document or drawing, mark it up in real time, scroll in to examine specific detail, and finally archive the entire session for others to review later.

To effectively showcase the reach and power of Octopz, the company needed high-performance servers with lightning fast processors to effectively manage concurrent client sessions. The addition of VoIP added to their data transfer requirements and underscores the value of latest generation technology for Diginiche.

"Octopz is entirely browser and common plug-in based. Companies can collaborate around rich content documents and be synchronized as they view specific details," he said. "We help clients communicate more effectively throughout the supply chain and product life cycle."

Stitching In Collaboration

Women's fashion retailer Tabi International* is planning to produce its new product line using Diginiche's Octopz*. With 97 stores, Tabi has manufacturers in Malaysia, Hong Kong and Korea who produce clothes that end up on store shelves across Canada. Communications glitches lost drawings, version control challenges and lags caused by time differences – created headaches for the production of a new line.

Looking for a tool that could wrap its arms around the numerous documents, images and designs needed to bring a garment from concept to fashion, Sandor Szucs, Director of Information Technology for Tabi, evaluated Octopz and found it could easily handle the reams of materials, specifications and measurements needed to stitch up their latest fashions.



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From their Dell PCs* with Intel® Pentium® 4 processor technology, designers at Tabi can mark up their fashions to highlight specific details for manufacturers in Malaysia. Using Octopz, hosted on Diginiche's servers with Intel® Xeon® processor technology, designers can also view fabric samples and confirm specific finishing details in a collaborative environment that is archived for future reference. Despite the time difference, communication glitches could be eliminated.

"Our designers are very excited about it," says Szucs. "One advantage is you know that the communication is current because of the date time stamp, and projects are better organized because all communications around a single design are in one place."

Future Uses

For Diginiche, the next six months will be a roller coaster. With the launch of Octopz* to a wider audience, there is the potential to go from 25 collaboration sessions a week to hundreds or thousands of sessions.

"We're exhilarated and terrified at the same time," said Fogarty, adding that relationships with venture capital firms and companies like Rogers are key to future growth. This growth will require a rapid expansion of server space and the capacity to handle internal growth.

"We need to readily plug in high performance server technology," says Fogarty. Diginiche is committed to technology with Intel® processors because it's reliable and sets the standard for handling high-end graphic applications.

Find out more about a business solution that is right for your company by contacting your Intel representative, or visit the Intel® Business Enterprise website at intel.ca/business or its industry solutions specific sites at intel.ca/business/bss/industry



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