

Customer:

Bay Dynamics

Location:

San Francisco,
CA

Products:

IT Analytics for
System Center



IT Analytics for
Symantec



Executive:

Ryan Stolte, CTO

Profile:

Founded in 2001, Bay Dynamics develops business intelligence products that generate better visibility to enable clients to effectively manage their IT infrastructure.

BAY DYNAMICS™

Background

Bay Dynamics is the company behind **IT Analytics** – the leading solution for translating data into actionable business intelligence across the Microsoft System Center and Symantec platforms.

Requirement

Bay Dynamics needed a flexible .Net licensing management & customer activation system that was easy to integrate into their server based software offerings. Bay Dynamics CTO Ryan Stolte takes up the story.

Solution

“Other solutions were more focused on client side software and as a result we found them difficult to use and manage. Fortunately, we were able to use InishTech out of the box, it needed nothing fancy to achieve the desired results”.

Benefits

“The key benefit for us is that we can control the software installation & activation process. This gives us a closer relationship to how and when our customers are implementing our software, and also enables us to reduce the likelihood of unauthorized use”.

“We explored many options for our licensing & activation requirements, and InishTech is the best solution for a company like ours. I look forward to benefitting from the additional enhancements InishTech plan to add in future versions of the Software Potential service”.