

# Firebird Case Study Template

## Thank you!

Thank you for your decision to create a Firebird Case Study. Every case study is important, as it helps the Firebird Project to evolve and confirms the value of open source generally and Firebird particularly.

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## *How to use this template*

This template is intended to help you to create a professional high quality case study with via an easy step-by-step process. The template provides examples (fictional, but similar to real-world case studies) and also guidance on how to create a reasonable description of your project and Firebird's role within it.

If you have no experience with case studies, this guide will help you to create a case study and describe your Firebird-based solution for general public use.

You will go through several steps that are described in this template and then fill out the necessary text sections, attach appropriate graphics and write several quotes. The result will be submitted to Firebird Project Marketing and a professional designer will create the final case study document in PDF format.

The final case study will be discussed with you and will be published only after approval from your side.

Creating a case study usually takes approximately 1-1.5 hours. The result will be 1-1.5 pages of text with a short description of the Firebird case study.

The resultant case study will use both the Firebird brand and your company brands. If it's a problem from legal or other perspective , please contact Firebird Project Marketing and we'll try to find the solution.

Let's start.

## **Case study title**

Insert in this section the title of the case study. The title should be self-explanatory and related to the area where the solution is deployed, and, of course, as simple as possible. Usually a case study title looks like the single sentence with an explanation of the solution.

It's not necessary to mention Firebird in the title – it should ideally be focused on the core value of Firebird-based software.

A case study can be created for the specific customer/enterprise solution or for the software package itself. It means that you can create a case study for each important customer you want to highlight, and also the software itself.

There are several examples of possible case study titles. We need to emphasize that your title should differ from these examples!

*For customer/enterprise solution:*

- Bank Deploys Flexible Security Platform to Track Intruders
- Ministry of Defense Deploys Innovative HR Solution to Manage Tank Drivers
- University Moves to Superior Management Software
- XX Stock Exchange Implements a New Web-Site
- How Mr. Jones Started his Bakery Businesses With Less Than \$1000

*For packaged software case studies:*

- HR Solution for Small and Medium Businesses
- SaaS Document Management System with Full-Text Search Abilities
- Credit Card Processing with Full Support of PCI-DSS Requirements
- Hospital Automation System Delivers High Treatment Standards
- 

**Type here the title of your case study:**

Title:

## **The quote**

Usually a case study starts with an optional quote from the senior manager (project owner) of the solution. Most often it's quote from the CIO or CTO, but often it can be the CEO, director, vice-president or head of department.

The quote can mention Firebird. Can be general comment. or you can not provide a quote at all. It should not be a comprehensive description of the solution, think of it as a quote to focus attention on certain Firebird features.

The quote should differ from these examples.

Here are some examples for quotes:

“With Firebird as database we can offer a less expensive and more functional solution... It's also helped us reduce administrative tasks, and cut the operational costs of our HR department by third”, John Doo, CTO of Software Masters4G

“In the new version of our software we use Linux as the operating system and Firebird as our main database. As a result we were able retain even those customers who suffered from tough economic conditions”, Jim McClaine, Vice-President, TopToySoft

“Today we offer flexible migration paths and support Windows, Linux and Mac OSX with zero investment in development - thanks to Firebird, it supports all these platforms out-of-the-box and offers 1 step migration”, Mary Gruber, Senior Manager, Nihay Group LLC

**Type here the quote:**

Quote:

## ***Businesses needs***

In this section we need to cover 3 parts:

- Company information – what company implemented the case study (for a customer/enterprise solution), or what company is the producer of the packaged software (for packaged solution case studies).
- General problem description – what was the business problem
- an emotional description of the problem – some words from managers or users about the problem.

All parts are optional and, of course, it's not necessary to strictly follow this structure.

## **Businesses Need, Company Information**

There are several possible examples for the company information part of the Business Needs section:

*For customer/enterprise solution:*

Konzuma is the largest retailer network in Brzoatia. Founded in 1998, the company has 23 shops across the country. To support its operation, Konzuma has its headquarters in Zpolta, the capital of Brzoatia, and has 2 smaller offices in the regions. There are 12000 employees totally and 550 of them work at Headquarters.

The Melanizzia Public Hospital has 450 employees and 1,000 volunteers, who helped the Hospital serve more than 200,000 patients in 2009. To serve such a significant amount of patients the Hospital needed to build an IT environment in very efficient way.

Superstrakh, the leading Russian insurance company, has more than 100,000 regular employees and half of million contractors. Founded in 2001, it has more than 2000 offices across Russia.

*For packaged software case studies:*

XXAID, the leading IT help desk solution provider, offers a powerful and dynamic web-based infrastructure solution for both internal and external service desks. Service professionals in over 60,000 companies worldwide enjoy unrivalled service excellence and a competitive edge above the rest using our premium suite of software management tools.

Russian automobile dealer management solution provider Autodealer gains hundreds of dealers and facilitates over \$200 million in automotive sales with their offering. During the recent cars sales growth in Russia Autodealer.ru won the big part of the market with its service automation solution.

MiniBakerySoft, an independent software vendor, was founded in 2002 by the former baker Mr. Jim Black and since that time has acted as a family business, helping over 100 bakers in Chicago, Illinois to build profitable businesses and make people happy with tasty pies.

Type here the description of the company where the solution was implemented (or software company for a software package):

Businesses Needs, Company information:

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## **Businesses Needs, General Problem Description**

The part about the general problem should describe the main pain of the customer which made him/her seek the solution to solve the problem. The pain can be described at the several levels:

a) Economic terms. It could be the high maintenance costs of existing solutions, budget cuts, re-organization of company, etc. For software packages you can mention the competitive situation, the high prices of solutions using proprietary software, etc. It's important not to mention the names of competitors companies and their products to avoid legal issues.

b) Technological terms. Users were upset with the slowness of their IT systems; too many outages of previous system, strict requirements to support several operational systems (Windows, Linux, Mac OS X, etc) or hardware, etc.

c) “Hype” terms. Applicable for a new project – when company is new, or an existing company has a growing business (new offices, new shops, many new workplaces, significant re-organization etc)

Also we recommend to mention a simple installation process, near zero administration and low hardware requirements as important.

Examples in this part are very general, it can be explained as personal quotes from someone or just as a statement of a problem. Use them as a basis for your own problem.

*For customer/enterprise case studies:*

“During the expansion in the region we were often opening several shops in a week, and it put a very high load on our IT systems. It simply failed to serve our growing needs.” -says Martin Gruber, CEO of Best32Toys, - “After several rounds of serious hardware investments and third-party consulting we realized that existing our ERP solution cannot remain the IT basis for our company and have decided to move ahead”.

Konzuma IT infrastructure was based on a self-written enterprise resource planning system (ERP), which used a proprietary database as its back-end. With so many new shops being opened by Konzuma, proprietary database licenses became too expensive – Konzuma tried to find better licensing options which would satisfy them, but the vendor refused to give additional discount, so they needed to find another solution.

After recent market movements the trading department of XXGigaBank has cut almost the half of its headcount. This means that every trader has had to start to perform additional duties previously done by dedicated analysts. This change required them to bring BI capabilities to almost every desktop in the company, and each desktop required a database license to support the analytical operations.

*For packaged software case studies:*

“To store and track records for every computer operation, like turn on and off, login/logout, etc, we needed a powerful multi-user database system with perfect transactional support.” - said Tim Santas, chief developer in GrubSupSoftware, Ltd “It also had to be lightweight, because customers cannot afford to use enterprise-scale hardware in this type of business. And, as a last requirement, the database engine had to be very easy to administer, because customers did not want a dedicated DBA in the majority of their offices.”

The goal of EinStein! Software Lab was the creation of a suitable environment to share gene experimental data among all interested scientists worldwide. It was required to store images and a lot of numerical data from large scientific laboratories and share it with other laboratories, universities and even volunteers. All these groups use various hardware and software, and it was necessary to have ability to run GeneDomeNNN on Linux, Mac OS X, Windows and other operational systems. And, of course, the software has to be easy to install and maintain.

Type general problem description here:  
Businesses Needs, Problem Description:

### **Businesses Needs, Emotional Quote**

In addition to the general problem description you can optionally add quotes from management or from users to shed more light on the problem.

Type it here:

Businesses Needs, Quote or Emotional Description:

### ***Solution***

The solution is a short description as to how Firebird helped to resolve the problem, described in the business needs section.

This section should elaborate on the questions from the Business Needs, and provide a description of the solution.

We recommend that you describe solution in approximately 3 paragraphs (~300 words). Too short a description will not provide people with a sense of understanding, and too long will be boring and, very likely, will be skipped.

There are no examples in this section.

Type Solution section here:

Solution:

## **Technical Details**

Here you describe the configuration of Firebird and the overall software system. It's a very important section, because it demonstrates the facts of Firebird usage.

We recommend that you follow this template:

1. The Firebird version used
2. Operating System (list of systems)
3. Overall number of users of the Firebird based system (Number of daily visitors in case of web-site)
4. How many users for the single Firebird instance - average or peak count (in case if system in p.2 uses several instances of Firebird).
5. Database size (Average or Maximum database size if there are many deployments):
6. Database growth per month
7. Number of Firebird instances/databases
8. Hardware information: Server RAM, disks (RAID, SSD, SAS, anything which seems to be important), hardware vendor link with details (if possible)
9. Cost of hardware (if possible and if applicable)

Examples:

Example 1:

**Konzuma**

To serve 250 users in its headquarters, Konzuma uses HP DL160 server with 16Gb RAM and RAID10 on board. At the end of 2010 it was 65Gb database running on Firebird 2.5 on CentOS Linux, and its growing by 1.5Gb per month. There are also Firebird 3-4 Gb databases on CentOS in each shop running on custom built computers. Typically it's a 2GB computer with RAID1 mirror, and serves 10-20 users.

Example 2:

**NNGigaCRM**

Minimum Hardware Requirements: Server with 2Gb RAM, 50Gb of free disk space

Operating systems supported: Linux, Windows

Users supported: 50 users on average

Average database size: 22Gb

Firebird versions: 2.1, 2.5

## **About Firebird, About Your Company, About Others**

In this section please put an official address, contact phone number and email address of your company and any other parties which you need to mention.

Also don't forget to attach any artwork to this case study submission.

The Firebird Project will add its own data here.

Type your contact information here:

## Contact and About the Company

### ***Photos***

It is very useful for a case study to be illustrated by photos of the enterprise or people, who were satisfied by your Firebird-based solution. Photos make visible the scale of the work involved and also provide insight.

Also, if the company is geographically large , it's useful to provide a Google Map URL (map of Google Street) to illustrate the size of company.

Of course, photos are optional.

### ***Where to submit***

Please send all case studies drafts and proposals to [case@mindthebird.com](mailto:case@mindthebird.com)

Please feel free to ask any questions.