



## SUN PARTNER ADVANTAGE PROGRAM HIGHTECH PAYMENT SYSTEMS (HPS)

### Sun Partner Advantage Program Key Features and Benefits

#### HPS Benefits From:

- Benchmarking support proves performance and scalability of PowerCARD on Sun/Solaris
- Leveraging Sun Resources:
  - \$13 billion global company
  - 17,000 employees in field
  - massive Go-To-Market organization
- Engineering support ensures that HPS can fully exploit Sun technology innovations like multi-threading, multi-core Sun servers
- Potential customers see real performance data on newest Sun/Solaris products
- HPS products available on latest version of Solaris within 12 months of release
- Sales and marketing support maximizes customer opportunities

#### Partner Profile

Founded in 1995 in Casablanca, Morocco, Hightech Payment Systems (HPS) is an international provider of innovative electronic payment solutions. In November 2006, HPS became the first company in the Middle East & Africa region to be awarded the Excellence Trophy for Innovative Enterprises by the WIPO (World Intellectual Property Organization). Its PowerCARD software suite processes magnetic stripe and chip cards for three key business sectors: financial, telecommunications, and utilities and is used by more than 150 institutions in over 45 countries.

#### Partner Challenges

- Team with premier partners to provide customers with a complete solution for electronic payments processing
- Prove reliability required for mission-critical 24/7 operation
- Demonstrate response time and scalability required for electronic payment transactions
- Leverage partner resources to maximize development, sales and marketing efforts

According to Sun Microsystems president and CEO Jonathan Schwartz, 37% of the world's data resides on Sun platforms. Sun's business – and future – is focused on the world's largest service providers, i.e., on customers that view information technology as a competitive weapon not a cost center. But, adds Schwartz, there is not a single customer in the world that Sun has been able to satisfy absent an ISV or partner getting involved.

#### “Cashless” Marketplace Increases Demands on IT

Sun partner HPS serves customers in a market segment in the center of Sun's sweet spot: banks and financial institutions, credit card issuers, as well as oil distribution and telecommunications companies. Cards – debit, credit, mobile, and internet – play a larger and larger role in an increasingly cashless marketplace, and the demands on IT centers managing the financial data will only increase.

“As the industry's focus on security continues to heighten, we see growing demand for Solaris 10 to power secure financial transaction solutions,” said Juan Carlos Soto, vice president, Market Development at Sun. “Companies are increasingly looking for proven, secure computing infrastructures to help them remain competitive. As a result of the relationship between Sun and Hightech Payment Systems, corporate enterprises, large and small, across countless industries, can deploy a secure electronic payment architecture that protects the integrity of mission-critical data.”



“HPS delivers scalable, reliable, and secure electronic payment solutions to customers using the Solaris 10 operating system – the most advanced OS on the planet.”

#### Samir Lamrissi

EVP of Marketing at HPS

#### Demanding System Requirements For HPS Electronic Payment Solution

One of 5,000 applications running on the Solaris 10 operating system, HPS PowerCARD offers an end-to-end electronic payment solution, handling the front end requirements of credit and debit card transaction processing:

- ATM management and point-of-sale (POS) terminals
- authorizations for cash and payments
- connections between all institutions involved in a transaction
- routing and stand-in capabilities

as well as back office functions:

- end-of-day batches
- end-of-cycle procedures
- interest calculations
- revolving credit
- accounting and reporting
- fraud detection

The system requirements for the front-end are 24/7 availability and fast response times. The requirements for the back office functions are performance that assures completion of batches and does not degrade on-line transaction performance. Robust security and compliance with standards are a given. So is

linear scalability if HPS customers are to grow the electronic payment portion of their business in accordance with demand. “HPS delivers scalable, reliable, and secure electronic payment solutions to customers using the Solaris 10 operating system – the most advanced OS on the planet,” says Samir Lamrissi, EVP of Marketing at HPS.

#### Sun Partner Advantage Program Provides “Great Value” To HPS

Running a benchmark simulating real-world application requirements is difficult for ISVs. Most cannot afford to incur the capital cost of the hardware required nor provide the in-house technical expertise to support the benchmark. So when HPS wanted to run a benchmark demonstrating performance in test cases of 5 million and 10 million cards with and without concomitant batch processing, the company turned to the Sun Partner Advantage program.

“The Sun Partner Advantage program is unique in that it gives us access to very powerful servers and access to experts – without charge. This is a tremendous value for Sun partners,” says Samir Khallouqui, VP of Engineering at HPS. At the Paris Sun Solution Center, HPS demonstrated that PowerCARD running on Solaris 10 scaled linearly on a Sun E25K server ramping from 8 to 32 UltraSparc IV+ cpus. PowerCARD showed a peak performance of 600 transactions/sec, multiples higher than the 100 to 200 transactions/sec generally required by customers. “These benchmark numbers are critical – first, to demonstrate to customers that a Sun-HPS solution exceeds their performance requirements; and second, to help us advise our customers on the hardware required to run their PowerCARD implementation,” says Khallouqui.

HPS executives and sales team are aware of the great value of the Sun Partner Advantage program, as it provides a one-of-a-kind engagement model for partners, by assisting them in growing their businesses. “We are absolutely thrilled to take advantage of Sun’s technical resources, sales engagement and marketing programs. We find this to be a unique opportunity in the IT industry and anticipate continued success with our electronic payment solution”, says HPS’s Lamrissi.

Stephen Graham, Group VP for Software Business Strategies for market research firm IDC has studied technology partnerships. He says, “Companies that effectively manage the structure of their [partner] networks have higher sales growth than those who do not.” Together, HPS and Sun have won customers like Kuwait Finance House in Bahrain, Cooperative and Agricultural Credit Bank in Yemen, Banque Sénégal-Tunisienne in Senegal, and others.

#### Learn More

[www.sun.com](http://www.sun.com)

[www.hps-worldwide.com/](http://www.hps-worldwide.com/)

[partneradvantage.sun.com](http://partneradvantage.sun.com)

[partneradvantage.sun.com/partners/promote/marketvisibility.html](http://partneradvantage.sun.com/partners/promote/marketvisibility.html)

[partneradvantage.sun.com/partners/promote/media.html](http://partneradvantage.sun.com/partners/promote/media.html)

