



## Windows phone

## Software solutions partner company stays mobile-ready to stay ahead



### About iLink Systems

**Annual revenue:** \$14M

**Number of Employees:** 200

**Number of Locations:** 5

“Clients are looking more and more for an expanded mobile capability from a solutions developer like us.”

— **Amitabh Bhonsle**,  
Practice Manager, iLink Systems

For iLink Systems, venturing into the Microsoft Mobility Competency was the best way for them to focus even more explicitly on creating Microsoft-based software solutions. With clients asking to expand their product sets onto a mobile platform, iLink Systems set their sights on building Windows phone® solutions — creating an additional service offering that has kept them ahead of the competition and ahead of their revenue goals.

iLink Systems has vertical strengths in healthcare, communications and environmental compliance, and the horizontal expansion of mobility across those verticals has proven to be, in the words of Amitabh Bhonsle, “an awesome combination.” Their ability to build mobile applications based in these verticals sets them apart as an organization, and narrows down the number of competitors that they may have to deal with in the marketplace. What’s more, with Windows phones getting more attention in the market, more and more customers — from small businesses to enterprise businesses — are becoming dependent on mobile solutions. This has translated into a good increase in iLink Systems’ revenue both in application development and in selling across the Microsoft product stack. That ability to leverage a single development framework across multiple Microsoft products — such as Microsoft Exchange Server and Microsoft SQL Server — and for all of those custom applications work in perfect harmony on Windows phones, is the optimal way for iLink Systems to bring successful solutions to their customers.



There is no doubt about it — Windows phone has allowed iLink Systems to expand their footprint into the mobility area, and that has differentiated them from their competitors. With the innovations that Microsoft is bringing to the table for Windows phones, iLink Systems is confident they'll continue to ensure an optimal user experience that goes beyond functioning well, but also looks exceptional, too. What's more, with the Microsoft .NET framework fueling solutions across the product stack, they look forward to building the strength of their development team with good technical knowledge in every facet of Microsoft products. Not only will this secure their ability to solve multiple technical challenges on Windows phone, but it will allow them to go deeper into each of their verticals, providing custom solutions to their customers that give them a superior competitive advantage.

## Microsoft Product Synergies

iLink Systems delivers more and more mobile solutions using Windows phones, including:

- Microsoft Windows Server
- Microsoft Exchange Server
- Microsoft SQL Server
- Microsoft .NET framework
- Microsoft Outlook

“How we position ourselves as a player within the community of mobility application developers will make a big difference in where our business ends up. It could be a much bigger increase next year.”

— **Amitabh Bhonsle**,  
Practice Manager, iLink Systems

## The Final Word

“Mobility is getting us a lot more attention in the market than any other application or product development company...”

— **Amitabh Bhonsle**, Practice Manager, iLink Systems

