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20 Most Promising SAP Solution Providers

SAP—in its present form, running in the veins of small, mid to large companies is gaining more momentum due to its capability to fulfil niche requirements with the power of Cloud. The spectrum of SAP products is not only allowing companies to manage and optimize businesses but is also proving to be an integral part of their information systems architecture.

With the market embracing different modules of the software, the demand for interaction and collaboration between application suites to streamline business is witnessing ascend. Most SAP solution providers are therefore offering integrated solutions that could be deployed on-premise as well as through a private cloud placement, sensing the need of the small and medium enterprise businesses.

The pioneer—SAP, has allowed many companies to step forward and build tools to integrate SAP ideas into different business verticals as it guarantees consistency of data throughout the system and the company itself, enabling clients perform and deliver better results.

These myriad innovations call for experts to transform SAP software and technologies into solutions that address strategic

business needs. This is where SAP consulting companies play the role of a propeller to drive the company into achieving excellence. The expertise of the consultants to provide right data at the right time enables the marketplace to acquire sustainability, flexibility and succeed through innovation. Most players in this space offer advisory and process consulting through to implementation to support and hosting.

In this edition of CIO Review, we bring to you “20 Most Promising SAP Solution Providers 2014” and “20 Most Promising SAP Consulting Companies 2014”, featuring the best vendors and consultants providing technologies and services related to SAP. The companies featured have showcased extensive business process knowledge, in-depth integrated and innovative strategies combined with talent base across locations.

A distinguished panel comprising of CEOs, CIOs, VCs, analysts including CIO Review editorial board has decided the top companies that are at the forefront of tackling challenges in the SAP market in the U.S.



Company:

Bradmark Technologies Inc

Description:

A provider of database and technology products, as well as, database monitoring and performance management solutions

Key Person:

C. Bradley Tashenberg
President and CEO

Bradmark Technologies

Advanced Database Monitoring for Insightful Visibility

“We assist customers through their challenges with our technical expertise. We are not a run-of-the-mill software reseller,” asserts Bradley Tashenberg, President and CEO, Bradmark Technologies. Tashenberg, an expert in the field of distributed data processing, has authored several books on the topic over the years. This expertise, along with his innate drive to develop new technologies assist Tashenberg, an adept pianist, in hitting the right notes and steering the company through thick and thin, throughout its 30 year period.

Having been in business for over 3 decades, Bradmark Technologies has gone through several generations of database technology, from the network databases, to the relational, to the object oriented, which ultimately became absorbed into the relational model. Most recently, it witnessed the entrance of SAP into the database world, which for the last two decades has been one of the largest application software developer in the market. Now SAP, through the announcement of its HANA in-memory database, and the acquisition of Sybase’s ASE and IQ databases, has emerged as a serious contender in the database space. Working closely with SAP, Bradmark has expanded its offering from just providing

database tools, to a full service company – providing SAP database technology, its internally developed suite of database monitoring technology, and consulting services to assist customers fine tune their database environment. Due to its former relationship with Sybase, Bradmark has established an excellent reputation in this market to better serve SAP customers.

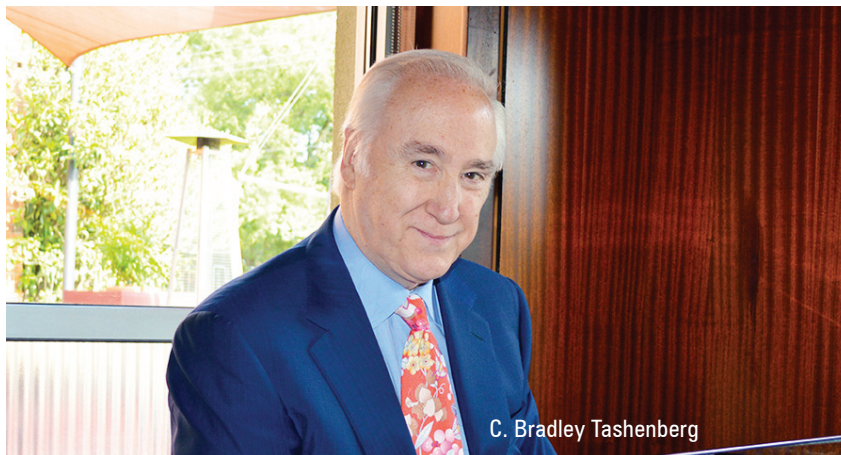
“Our programs are so successful that SAP encourages companies to purchase from us, as we deliver more value”

Bradmark’s flagship product, Surveillance DB is a monitoring product that is customized to function well on SAP ASE and IQ databases, along with Replication Server and SAP HANA. It provides internal visibility into the functioning of these databases. The core features include real-time monitoring, rules-based alarm and event management,

root cause analysis and reporting. This enables Database Administrators (DBA) and end-users to quickly isolate the cause of performance issues and helps them in resolving them. Bradmark was the first in the Sybase market to come up with the concept of flashback, which enables DBAs to go back in time, simulate the environment and pinpoint the cause of an alarm without having to guess as to what might have caused it, or wait for the next occurrence. Since its relationship with SAP, Bradmark has become one of the top resellers of SAP database products in the U.S. “Our programs are so successful that SAP encourages companies to purchase from us as we deliver real value,” says Tashenberg.

Unlike various other SAP resellers who are in the application space, Bradmark sets itself apart by being a specialist in reselling database and technology solutions. They are intent on capitalizing on the current scenario and establishing a large footprint to stay ahead of the curve. The company has a fairly large customer base, thanks to their commitment to provide superior customer experience by going out of their way. 50 of the Fortune 100 and over 280 of the Fortune 500 have been customers of Bradmark over its 30 year period. Today, they are positioned in all the top healthcare and insurance companies including the likes of Mayo Clinic, UnitedHealth, WellPoint and Blue Cross Blue Shield.

Bradmark strives to be the “go-to”, full-service provider for SAP database and technology users. They intend to continue providing innovative and enhanced monitoring tools and technology to help customers solve problems effectively, while expanding their business and going deeper into the retail space. The company also wants to take their products to the next level by incorporating artificial intelligence and automating processes. [CR](#)



C. Bradley Tashenberg