



**“SoftLayer is very cost-efficient and provides a great deal of flexibility in terms of infrastructure resources.”**  
 —Arnaud Bonnefond, President, Inventive

**Business Challenge**

To launch its fair-trade crowdsourcing portal, Inventive needed a flexible, cost-effective development platform and high-performance cloud hosting infrastructure.

**Transformation**

Inventive joined the IBM Global Entrepreneur program, developing its solution in an IBM Bluemix environment running on powerful SoftLayer cloud technology. After evaluating OVH and Amazon Web Services platforms, the company provisioned virtual server infrastructure in the SoftLayer data center in Paris to host its new portal.

**Results**

SoftLayer technology provides the scalable infrastructure Inventive requires to continue extending its portal solution as needed, and the IBM Bluemix platform offers on-demand development capabilities to agilely support new projects.

**Business benefits**

**~EUR800**

**in monthly savings**

anticipated with SoftLayer® cloud hosting infrastructure

**Accelerated**

**provisioning**

to flexibly and rapidly accommodate new demands

**Global**

**presence**

to target new markets worldwide, including Africa and North America

**Inventive**

**Launches crowd-sourcing portal to support equitable online collaboration**

Founded in 2011 and headquartered in Soisy-sur-Seine, France, Inventive is committed to equitable, collaborative innovation. The company’s cornerstone platform shares technical and business challenges from leading organizations to help individuals develop and sell groundbreaking ideas.

**Solution components**

- SoftLayer®
- IBM® Bluemix™

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