

DataEast - Case Study

looksoftware™

Critical issue

- ▶ Needed to rejuvenate iSeries application for customers

Solution

- ▶ Modernized application that was easy to learn and use, which improved the process flow for their customers

Results

- ▶ Application modernization and integration with other desktop applications
- ▶ Used newlook to leverage existing iSeries application investments to rapidly make their solutions more competitive

DataEast calls on newlook to modernize telecom solution

Background

DataEast (www.data-east.com) has been providing outsourced software solutions and services to the Telecommunications Industry since 1971. DataEast customers like Granite State Telephone, Richmond NetWorx, and Franklin Telephone rely on DataEast's telecommunications expertise for their billing systems requirements.

Challenge

The IBM iSeries applications collect billing data from multiple sources to produce customized billings for thousands of end customers. Irving Ladue, General Manager, attributes DataEast's success to "working closely with our customers to provide them with personalized telecommunications solutions."

Irving believes DataEast's future growth requires more sophisticated solutions and a new image to successfully recruit new small-to-medium sized telecommunication providers. "Our solutions are functionally strong and our customization services allow our customers to work the way they need to. The challenge we faced was to improve the image of our product to our customers."

"We wanted to provide our customers with the more sophisticated look and feel they've become accustomed to through their personal computers. We also wanted to make our product easier to learn and use while improving the process flow for our customers."

"Finally, we wanted to improve the initial image we portrayed to prospective new clients when demonstrating our products."

Solution

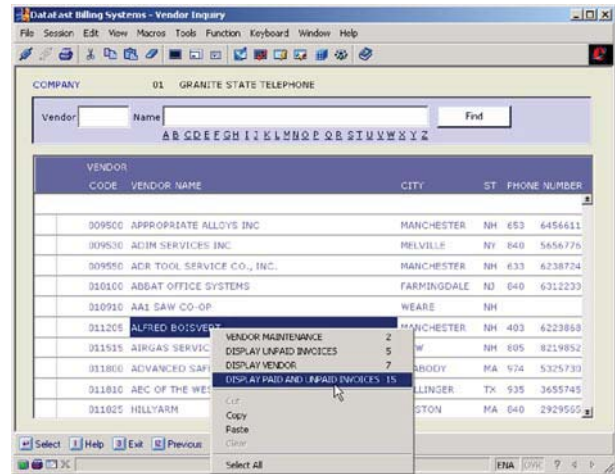
DataEast began researching modernization alternatives for their robust iSeries applications. looksoftware provided a live web-cast of newlook's capabilities. Irving said, "We were able to quickly see newlook working with our applications. looksoftware showed us the results and each step required to reface our applications and integrate them with other applications. After comparing the newlook product to the others, it was clear that newlook was the easiest to learn and could provide fast, sophisticated results."

DataEast needed to quickly master newlook's capabilities so the first implementation step was 5 days' training and consulting at DataEast's offices in New Hampshire. After 3 days of product training, the last 2 days focused on commencing the project to reface the financials applications. Irving said, "Two weeks after the training we had refaced AP, GL, Inv, PR, PO and Work Orders, totalling 1188 display files and 2483 record formats. We are very pleased with the newlook training, support and the product itself."

"After comparing the newlook product to the others it was clear that newlook was the easiest to learn and could provide fast, sophisticated results."



“newlook allows DataEast to continue to use the IBM iSeries platform and tools we’re comfortable with, while competing effectively with other platforms.”



Results

DataEast is a typical example of a successful iSeries solution provider that has used newlook to leverage its existing iSeries application investments to rapidly make its solutions more competitive. Weeks after getting started with newlook, DataEast has commenced marketing its rejuvenated solutions to new customers.

Irving summarized, “newlook allows DataEast to continue to use the IBM iSeries platform and tools we’re comfortable with, while competing effectively with other platforms. newlook is a practical business solution that lets iSeries customers and solution developers offer the benefits of new technologies without incurring the costs and risks associated with rewriting or retooling.”

Should DataEast decide to offer its solutions as an Application Service Provider (ASP), the same newlook tools can provide personalisation and browser based thin client support.

All the re-facing and application integration functionality is supported and requires no change when deploying within an intranet or across the web.

Feature Summary

A summary of the newlook features

- Improve productivity, reuseability and flexibility with Smart Client support
- Minimize maintenance and improve business responsiveness using newlook's dynamic architecture and rules-based approach
- Reduce user learning and implementation time frames with newlook's out-of-the-box capabilities and intuitive design features

- Reduce complexity and risk without changing existing applications
- Optimize business user productivity with newlook's desktop integration
- Support refacing and new UI requirements using drag and drop designer
- Utilize flexible scripting support with point and click macros, Java and VB scripting

Contact us to arrange a live webcast and see the difference a dynamic architecture can make to your productivity.

