

# Sterling Commerce - Case Study

looksoftware™

## Critical issue

- ▶ Low sales and reduced opportunities of product demonstrations due to a non GUI product

## Solution

- ▶ Modern graphical interface with desktop integration and integrated green screen support

## Results

- ▶ Increased sales of 30% on the iSeries
- ▶ Improved customer satisfaction with new product sophistication

## newlook helps boost Sterling Commerce sales

### Background

Sterling Commerce, a wholly owned subsidiary of SBC Communications Inc., (NYSE:SBC) is a worldwide leading provider of e-business integration solutions for organizations of all sizes. The company specializes in creating, powering and managing secure e-marketplaces where multiple buyers and sellers can exchange goods and services, collaborate on business opportunities and share information.

### Challenge

With 50,000 customers, Sterling is regarded as a leader in the provision of e-business solutions.

GENTRAN:Server™ is Sterling Commerce's open systems strategy for electronic messaging - the next generation of EDI. GENTRAN:Server's main purpose is to analyze, translate and move data to designated areas within and outside the enterprise automatically. This eliminates the need to have expensive personnel constantly monitor the system and perform these tasks manually.

When Sterling found sales results were being effected by the lack of a graphical user interface, the decision was made to reface GENTRAN. Sterling's iSeries expert commented, "To that end we evaluated AS/400 system modernization software for a period of more than six months."

"We seriously appraised all the leading vendors in this application space. In retrospect, I feel that we were somewhat fortunate to have found **newlook** relatively late in this process. For, if we had not, I don't believe we could have fully appreciated the technical superiority of the **newlook** product."

### Solution

"From the start of the graphical front-end development process, **newlook** installed in minutes with instant TCP/IP and SNA support," adds Terry.

"**newlook's** dynamic 5250 data stream recognition just simply works better for us than using what appears to be the industry standard extra step of compiling our AS/400 DDS into something that it is not. Using the intuitive Designer tool is a snap for anyone even remotely familiar with modern IDEs. By using **newlook's** filters and universal settings, the development process is further expedited. The initial overall cost savings, in conjunction with the expected development hours saved, is certainly a plus. All this, in conjunction with professional, responsive and friendly sales and support staff made doing business with **looksoftware** the logical choice."

"One person with 2 days training used **newlook** to graphically enable GENTRAN:Server, creating the new GENTRAN:Vista graphical interface. In the 6 months following the launch of GENTRAN:Vista, sales on the iSeries platform increased 30%."



“Without a sophisticated graphical interface, we were often not given the opportunity to demonstrate the strong functionality GENTRAN offers. Now, that we’re involved in more opportunities, our sales have increased.”

## Benefits

One person with 2 days training used **newlook** to graphically enable GENTRAN:Server, creating the new GENTRAN:Vista graphical interface. In the 6 months following the launch of GENTRAN:Vista, sales on the iSeries platform increased 30%.

In the words of Dan Edwards, Product Director, such an increase is ‘outstanding’. “Without a sophisticated graphical interface, we were often not given the opportunity to demonstrate the strong functionality GENTRAN offers. Now, that we’re involved in more opportunities, our sales have increased,” says Dan.

“Our pre-sales people tell me that demonstrating GENTRAN:Server with GENTRAN:Vista allows them at least to get into and stay in the deal, and the graphical interface really impresses potential clients. This is the reason why **newlook** has contributed to such a dramatic increase in our sales.”

“Our customers can also clearly see we are investing in GENTRAN,

improving ease of use and desktop integration. **newlook’s** integrated green screen support allows our customers to choose the interface they prefer. The new graphical front-end gives a feeling of comfort to many clients, especially smaller iSeries shops, that GENTRAN is a very progressive, sophisticated product, even if they do not necessarily want to initially use the graphical front-end.”

Sterling Commerce has now sold its **newlook** powered GENTRAN:Vista interface to over 150 customers.

## 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** dynamic architecture, rules-based approach and desktop integration

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

