

centric Benefits

- ▶ Reduce costs by instantly modernizing 5250 workloads to consume batch CPW, eliminating 5250 OLTP requirements
- ▶ Reduce user learning and implementation time
- ▶ Reduce complexity and risk by not having to change existing applications
- ▶ Improve productivity with centric's integrated and easy-to-use toolset
- ▶ Reduce costs and improve business user productivity
- ▶ Provide flexible support for immediate and long term requirements
- ▶ Simplify deployment to the desktop with centric's dynamic execution
- ▶ Support UI delivery using newlook's integrated support

Easy multi-platform integration, web services and composite applications. Reuse, extend and integrate your existing IT investments, on-the-fly!

Introducing centric

centric provides direct access to the presentation, application and database layers of your applications to give you maximum flexibility when reusing, extending and integrating your applications. Streamlining business processes requires flexible heterogenous access. Broad support for interoperability allows you to rapidly integrate them with other platforms and technologies including .NET, Java, Windows, zSeries and Linux.

Web Services and SOA

centric's programmatic integration support allows you to create reusable modules from your existing applications. The modules you create can integrate and span multiple screens, programs, applications and even databases. They can interface directly with other applications, where headless integration is required. You determine the scope of your service modules and create web services where required using **looksoftware's soa**rchitect.

Composite Applications

Assemble new solutions by reusing existing components and use **newlook's** multi-channel support to deliver smart, thin and mobile UIs to support your new composite applications.

CRM and ERP Integration

centric provides the dynamic support required to rapidly connect applications across different platforms so they work together in real-time. For example, on receipt of the ERP order header form,

retrieve the SQL server-based CRM record and present the user with a smart client UI.

Flexible Integration

centric can access information from multiple sources and applies your custom rules before distributing the information to the required destinations in real-time. In summary **centric** provides:

- Zero 5250 OLTP requirement
- Direct access to your 5250 and 3270 applications for presentation layer integration
- RPC and Web services support provides powerful application layer integration
- Support for IBM's DDM and Microsoft's ADO lets you access databases including DB2, SQL Server, ADO and Sybase on platforms like iSeries, zSeries, Linux and Windows.

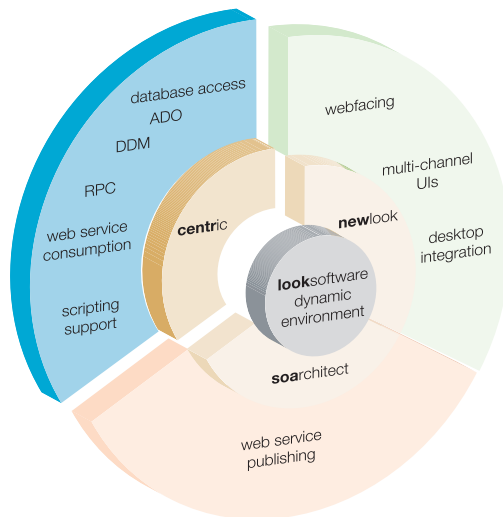
"centric's support for direct database and web services integration, allows customers to build complete e-business solutions leveraging their legacy applications and data."

**Doug Fulmer,
Clear Technologies**



centric Feature Summary

- ▶ 5250 and 3270 presentation layer integration
- ▶ RPC application layer integration
- ▶ DDE and DLL application layer support
- ▶ DDM database layer integration for DB 2
- ▶ ADO database layer integration for SQL Server, Oracle, Access etc
- ▶ Web Services integration
- ▶ Integrated debugging and error handling
- ▶ Objects, Events and Actions provide powerful, easy-to-learn extension support
- ▶ Database browser
- ▶ Macro, VB, Java scripting support
- ▶ Integration with newlook for UI management
- ▶ lookdirect enables 5250 applications to be supported by i5 Standard Edition



Practical Example - Productivity increase of 500%!

A US-based trade supplier of brand name sports and casual wear was experiencing poor customer service and productivity.

Their key requirement was to reuse the existing order entry programs to automate processing of the orders received from the web.

centric's programmatic integration and reuse technology enabled web orders to be automatically processed against the existing application programs, only requiring operator intervention when an error (eg insufficient stock) was encountered.

Order entry staff performance improved from 80 orders a day to 400 orders per day providing a productivity increase of 500%! And all achieved without having to modify the underlying application code.

"Just making your application look better isn't enough. Customers need to justify software purchases and upgrades, so new functionality that clearly improves productivity and reduces costs is essential. centric's ability to directly access most databases including DB2 and SQL Server, and to consume web services, provides multi-platform application integration that goes way beyond refacing."

Robin Wilson, SSUI



see the difference a dynamic architecture can make - request a webcast today!

