

newlook Benefits

- ▶ Improve productivity and manage UI complexity by leaving multi-channel UX generation to newlook
- ▶ Use native RPG to deliver multi-channel UX
- ▶ Increase business user productivity with newlook's built-in support for application integration
- ▶ Reduce complexity and risk without changing existing applications
- ▶ Reduce learning time for users
- ▶ Optimize business user productivity
- ▶ Improve business communications and customer service by delivering unified UIs that access multiple applications

Dynamic generation of smart, thin and mobile user interfaces (UIs). Use **newlook** to rapidly webface and create new UI's.

Multi-Channel GUIs

Multiple Audiences

Your internal 'experts' and knowledge workers have different needs to executive management and those occasional access customers.

Multiple Devices

Mobile devices will soon be the most popular web access device - you need to develop a compelling User Experience for multiple devices like smartphones, notebooks, workstations and tablets.

Multiple UIs

Why can't your customers access your applications the way they want to? Could you improve user satisfaction if they could access your IBM back-end functionality in their preferred UI like Outlook, Google, Notes or SharePoint?

newlook's Multi-channel support means it's easy to deliver the optimum UX to different audiences using different devices.

Composite Applications

Composed primarily of pre-existing functionality, composite applications deliver streamlined business processes, rapid ROI and a rich user experience. newlook supports a rich set of GUI controls, desktop integration, web services and direct database access to connect multiple applications from multiple platforms together easily.

Separate the presentation layer from the business layer

newlook UIs are suited to both non-invasive and invasive modernization. The closer you look, the more flexibility you will find. UIs can consume web services - at the client or at the server. UIs can connect directly to your choice of client or server-based logic including RPG (including full support for IBM's open access for RPG), COBOL, C# and Java. They also provide easy connection to any popular database.

Smart Clients

Also known as rich clients, smart clients provide the richest function, built-in support for web services, desktop integration and the fastest performance demanded by those that spend much of their work day with your applications. Smart client GUIs are typically plugin-based and are preferred by information workers and medium to heavy transaction-based users who need premium functionality including 'type ahead' support.

"Future applications will be built with multiple UIs generated from a common model."

Gartner

"A great user experience is one of the most compelling and important characteristics of a modern business application."

Forrester



newlook Feature Summary

- ▶ Rules-based dynamic environment for fast UI generation and easy maintenance
- ▶ Integrated support for emulation, mobile clients, RIA, zero deployment UIs and Smart Client UIs
- ▶ Use 'point and click' macros for easy integration and extension
- ▶ 'Designer' provides drag and drop support for re-facing and new UIs for composite applications
- ▶ Create reusable components from 5250/3270 applications for Service Oriented Architecture (SOA)
- ▶ Integrated debugging and error handling
- ▶ Multiple APIs for seamless desktop integration
- ▶ SSL and VPN support for flexible security
- ▶ Integrated printer emulation, multi-session and file transfer support
- ▶ Supports IBM's Open Access for RPG

"looksoftware's **riaclient** allows us to reuse our **newlook** rules repository to generate a rich Silverlight UI for our dealers supporting Mac, Windows, and Linux."
Subaru

RIA Clients

Rich Internet Applications (RIA) like Silverlight provide the reach of the web with rich functionality and aim to deliver the best of rich and thin GUIs.

Thin Clients

The popularity of zero deployment GUIs continues to grow with increased functionality making thin client an easy option for instant global access.

Mobile

newlook reuses existing GUI designs and designs new forms optimized for the ever-changing mobile marketplace.

Why newlook is #1 for webfacing:

1 for Ease of use

- On-the-fly architecture designed to make complex technology simple
- 7 in 10 surveyed rate **newlook's** Ease of use as #1
- Single multi-channel tool supports multiple devices and GUI client types

1 for reuse

- Reuse your 5250 investments in Outlook, Google, SharePoint, Notes and most popular UIs
- Offline support allows reuse when AS/400, iSeries IBM i, IBM z or a web connection is not available

1 for Functionality

- Rich control set makes your applications work better - not just look better
- Drag and drop Designer gives you total control of the GUI
- Integrated debugging support handles all OS/400 screens
- Desktop integration supports 2-way integration with Microsoft Office and other desktop applications
- programmable object model supports RIA, smart, thin and mobile UI's
- Heterogeneous database access including: SQL Server, DB2, Access, Oracle etc
- RPC and web services support
- Supports IBM's Open Access for RPG

1 for Efficiency

- No IBM hardware upgrades required, applications work better - not just look better
- Emulator-like performance
- Zero 5250 OLTP

"The speed with which I got to learn to use the software amazed me. Seriously, I looked long and hard at the alternatives, and they all had too much of a learning curve."

Pepsi

"The more we use it to enhance, modernize and integrate our applications, the more we appreciate the power of the **looksoftware** suite of programs."
adidas

