



CUSTOMER MODERNIZATION SUCCESSES PRESENTED AT PROCESS WORLD 2011

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This year Process World Berlin and Orlando were well attended and we were grateful to have a number of customers share their modernization success stories. Here are just a few of the highlights.

At Process World Berlin, I was pleased to kick-off the IT Modernization track with an in-depth—filled to capacity—session entitled “Creating a Strategic Roadmap for IT Modernization”. Attendees were eager to hear Mike Beangstrom (CIO) and Amelia Botha (CFO) of **Plascon** discuss how their organization is using a process-driven modernization strategy to realize increased operational efficiency quickly and with less disruption to their business.

Another hot topic at this year’s Berlin event centered on the reality that most business applications today are falling short when it comes to characteristics of a cloud application (SaaS). Guido Falkenberg’s session with **BaTravel.sys** on the SaaS properties of applications built with Adabas and Natural demonstrated which elements of existing business applications need to change in order to address fast changing business requirements while also leveraging characteristics and the value of cloud-based applications.

Process Intelligence was another hot topic at Process World Berlin! Jörg Junges of **CosmosDirekt**, the direct distribution channel of Generali Germany (the 2nd largest German primary insurance company), described how ARIS PPM help them drive efficient processes to increase customer satisfaction. CosmosDirekt has deployed ARIS PPM for process intelligence in request and order processing for its core products since 2006. Using ARIS PPM dashboards and process analyses to support management reporting, CosmosDirekt measures customer-oriented service goals with direct customer input. Measurements are driven into action by controlling the budget of each operational business unit with measures to strengthen customer satisfaction using ARIS MashZone. This creates a continuous process improvement cycle to achieve even higher customer satisfaction.

Daiichi Sankyo, a worldwide pharmaceutical company, also improved business and customer satisfaction with ARIS PPM. Jörg

Kösterke explains that after the European roll out of SAP logistic modules and implementation of vendor managed inventory, Daiichi Sankyo Europe GmbH was looking for a tool to monitor and analyze the supply chain across country processes in Europe. ARIS PPM provided a fast process discovery approach that enabled Daiichi Sankyo to quickly monitor and analyze the supply chain processes to win more time (flexibility) for production; reduce total cycle time; decrease time to market; and increase turnover of inventory. By getting into the details with ARIS PPM, cycle time and resolution are accelerated. For example, monitoring a “Sales order creation to Goods issue” Daiichi Sankyo is able to learn how many processes are outlying, find a single process, then view the date and time of single item, and then discuss with party in charge of that process to drive improvement and thus greater customer satisfaction.

At Process World Orlando, Amarish Pathak of **Army Air Force Mutual Aid Association (AAFMAA)** revealed how through platform rehosting, they were able to convert over one million lines of code to 600,000 lines of more efficient code. By utilizing NaturalONE, they were able to SOA enable their previously siloed Natural and CRM system so that they were talking to one another. Moreover, by using Social Media, they were able to enhance AAFMAA brand awareness among their customers. AAFMAA also uses webMethods EntireX to reuse mission-critical Adabas/Natural business logic created as far back as 1974.



Berlin | May 31-June 1

Orlando | June 27-29

University of Georgia (UGA) at Athens presenters, Ilir Hasko and Stacey Boyles, were on hand to discuss "The University of Georgia's Business Process Management Methodology and Pilot". UGA has 3 million lines of code, much of it siloed. A Business Process Management (BPM) pilot was created to touch all technologies of a specific application that checks out UGA equipment for off-campus use. The BPM pilot project placed process layers above the systems, creating a more streamlined check out process that took less time than the previous one. Over a 5-year period, they anticipate savings of about \$300K.

In the session "Payroll Modernization", Ron Rash of **Penn State University (PSU)**, presented details on the University's project for upgrading a 47-year old COBOL-based payroll system. The primary drivers for the payroll project were compliance, efficiency, technology and succession planning. Replacing it with a packaged application was deemed too risky and too slow to implement. Modernizing the payroll system using Natural as a joint venture with PSU and Software AG was selected. Using webMethods with the existing robust Adabas and Natural technologies positions Penn State Payroll and other systems for enterprise SOA and BPM. The University was able to develop a modern, repeatable approach for re-writing legacy applications while avoiding the high cost of rip and replace efforts.

In the **Hildebrando Brazil** session, speaker Wilson Laia demonstrated how new technologies are helping a customer to migrate mainframe Adabas/Natural Application to Sun Solaris in order to gain a 50% reduction on 3rd party software maintenance costs, 25% reduction in maintenance efforts, and a 20 to 30% gain in processing/response time with this new architecture. Mr. Laia explained that by migrating the customer application to a midrange UNIX environment, they expect to reduce mainframe costs, increase code quality by minimizing incidence of errors, increase end-user productivity and open the door for application modernization using NaturalONE. Moreover, they expect to complete the entire migration project within 12 months.

Speaker James Gilpin of **CenterPoint Energy**, discussed how the company is creating and exposing web services over multiple media. After a successful re-hosting of Natural/Adabas applications from the mainframe in August 2009, CenterPoint Energy has continued modernizing their applications by exposing them as web services to clients such as mobile, laptop, desktop and other APIs. Exposure of the business logic is through a combination of EntireX, Web Services Stack, and webMethods ESB and is designed to allow employees to work directly from mobile devices using web browsers such as Safari, Blackberry Bolt, Google Android and Skyfire.

This year's ROI Award went to the **Alaska Department of Natural Resources (DNR)** for their modernization project that only took nine months to complete with Software AG versus rewriting the system which would have taken 10 years and \$30 million. DNR moved from the world of "green screens" to the World Wide Web, building on its mainframe investment in SOA to empower users with improved access to information and increased process visibility. DNR has modernized its legacy systems by building a distributed, loosely coupled, services-driven and process-centric framework that meets both the functional and technical requirements of the Unified Permit Project. Read more about the Alaska DNR project at http://www.softwareag.com/corporate/Customers/innovation/winners/roi_award.asp and visit <http://www.softwareag.com/corporate/customers/innovation/winners/default.asp> to view other award winners.

CLAL Insurance Enterprises Holdings, Israel's leading insurance, pension and financial services group, won the Customer Service Award for its case management solution created with webMethods. The solution integrates claims documents with an automated process built on top of a legacy system, extending the company's existing IT investment. Time-intensive and error-prone manual steps were replaced with an agile, scalable claims process that's faster and more accurate, thereby improving customer satisfaction. Read more about how CLAL modernized their existing COBOL applications with a Business Process Management (BPM) focus to provide an agile solution, scalable for future growth, at http://www.softwareag.com/corporate/Customers/innovation/winners/customer_service_award.asp.

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