

Smalltalk in the Real World

Why Smalltalk?

- Because it is an Object-oriented language
not a hybrid language
- Because it has an environment built out of
objects
... that lets you manipulate objects

But Smalltalk isn't “Real”

- Java is real, Smalltalk is not

But Smalltalk isn't “Real”



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- ~~Java is real, Smalltalk is not~~

But Smalltalk isn't “Real”

- ~~Java is real, Smalltalk is not~~
 - This is simply untrue

But Smalltalk isn't “Real”

- ~~Java is real, Smalltalk is not~~
 - This is simply untrue
- Smalltalk supports many web sites and business critical applications in the real world

Some Examples

- From commercial Smalltalk vendors' websites

Goal:

- Integrate seamlessly with existing systems' structures
- Move from MVS to open server platforms
- Increase accuracy, consistency and personalization
- Reduce or eliminate the need for preprinted documents

Challenge:

The project required that vendors meet GE's strict "Six Sigma" quality program criterion. Six Sigma is a highly disciplined process that helps focus on developing and delivering near-perfect products and services.

Cincom Solution:

Cincom Document Solutions met every goal outlined by GE Capital bank.

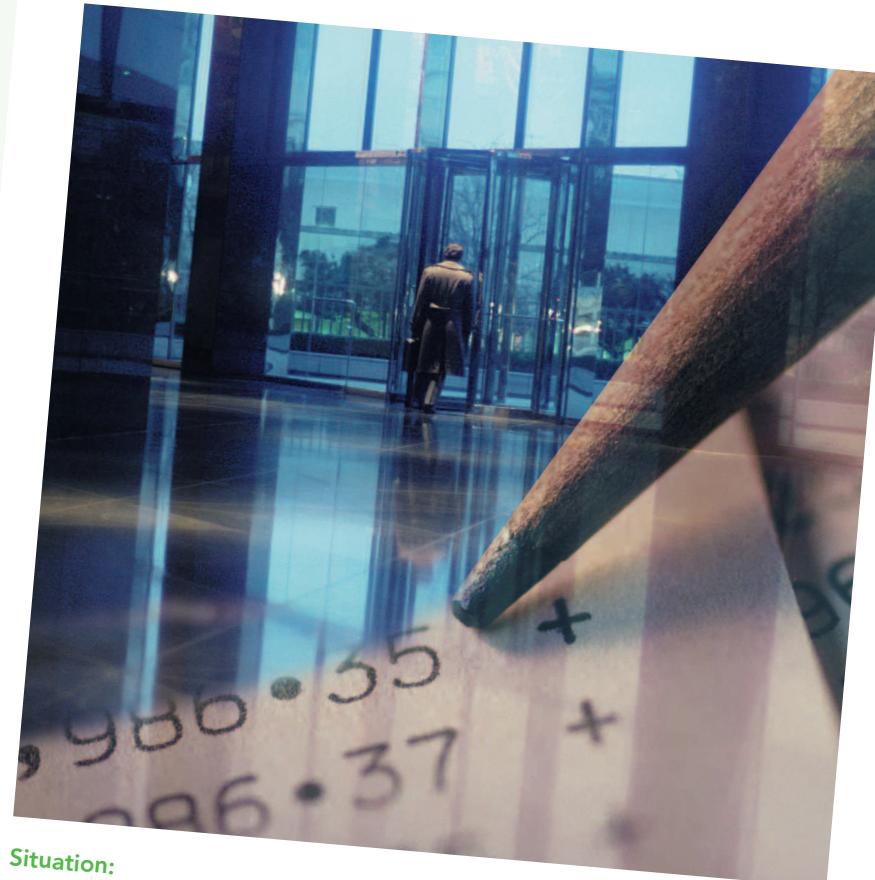
Key results:

- Streamlined operations
- Seamless integration with existing systems
- Rapid implementation
- Ease of use
- Web server platform
- Ability to carry out calculations locally without affecting the data management engines
- Less preprinted documents



Profile in success: **GE Capital Bank**

GE Capital Bank improves operations with Cincom Document Solutions

**Situation:**

GE Capital

Goal:

To strengthen Bird's position as a developer of customised high-end applications for the finance sector as well as web 2.0 and web 3.0 applications for niche markets.

Challenge:

- To facilitate and accelerate the development of DSL-based applications for Bird customer projects.
- To provide Bird with a hardware and operating system independent development platform for highly sophisticated applications.

Solution:

Cincom VisualWorks[®]

Key Results:

- With VisualWorks, Bird found exactly the platform they needed for their development projects with regard to maturity, flexibility and cost-effectiveness.
- VisualWorks enabled Bird to drastically reduce the development times: from days to minutes, or by 30% to 40% compared to Java.

Profile in Success: **Bird Technology™**

Beyond DSLs: Business Natural Languages (BNLs) for a High Abstraction Level

Cincom VisualWorks sets new standards for maturity, flexibility, availability and cost-effectiveness



**Goal:**

Centralize customer information and permit access from thousands of authorized worldwide branches.

Challenge:

Send out over 24 million personalized letters per year.

Cincom Document Solutions:

Intelligent correspondence from Cincom Document Solutions enables Barclays to create a seamless customer service environment from all of their branches worldwide.

Key Results:

- Improved customer service
- 50% time savings in document production
- Centralized access to customer data ensures consistency across branches

Profile in Success: **Barclays**

Barclays Reaps 50% Time Savings With Cincom Document Solutions



"Our main priority is to provide service of the highest

Goals:

- Improve document personalization.
- Decrease turnaround time.
- Give users control of letter creation and generation (e-mail).
- Reduce the drain on programming resources.

Challenge:

The use of three disparate systems to produce documents and client communications was affecting productivity, morale and the ability to service clients on a timely basis.

Cincom Document Solutions:

MTL now creates all policies and in-force illustrations using Cincom Document Solutions. Document development no longer requires many programming resources, and accurate, personalized and professional documents can be securely e-mailed to clients on demand.

Key Results:

- 200% increase in document coding productivity
- 60% reduction in document production time
- Greatly minimized need for programming resources
- Professional, uniform appearance of policies and documents
- Accurate, personalized documents created and generated directly by users
- One location (instead of three) for users to request and create their documents
- Documents produced and securely e-mailed to clients on-demand
- Ability to exceed customer expectations – every time!



Profile in Success: **MTL Insurance Company**

MTL Insurance Cuts Document Production Time by 60% With Cincom Document Solutions

(And reaps a 200% increase in document coding productivity as well!)



Situation: Headquartered in Oak Brook, Illinois, MTL Insurance Company is licensed in 46 states and the District of Columbia, with over 275 sales and service offices throughout the U.S. Founded in 1904, MTL has over \$1 billion in assets and over five billion dollars of insurance in force. Rated "A" by A.M. Best, the company offers whole life products, as well as term, universal life and annuities, and is proud of its 100% employee ownership.

Client:

Adventa Control Technologies

Industry:

Manufacturing

Solution:

Cincom Smalltalk™ VisualWorks®

Adventa's Semiconductor Customers Cut Costs and Reach Market Faster with Smalltalk-based Application

Adventa Control Technologies sold its first commercial license of ControlWORKS, the control software for manufacturing microchips, in 1994. Today, more than 6,000 ControlWORKS systems serve the semiconductor industry.

Semiconductor manufacturers pay millions of dollars for production tools, so they need control software to be infinitely adaptable to their process requirements. Adventa's challenge is to produce a configurable machine-control development framework that delivers a wide range of supervisory functions, as well as embedded real-time control of manufacturing processes.

With Cincom Smalltalk VisualWorks, Adventa helps these manufacturers get their tools to market in months instead of years, reduce their control organizations up to 90 percent, and cut maintenance costs with built-in standard processes.



"VisualWorks Smalltalk is intuitive, and its development tools and environment are second to none. Without it, we might still be creating a first pass at our control system framework."

— **Becky Cooper, Deputy Director of Control Systems
Adventa Control Technologies**



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Client:
Alcatel

Industry:
Manufacturing

Solution:
Cincom Integrated Selling Solution

Alcatel Reduces Order Processing Times from Hours to Minutes with Cincom

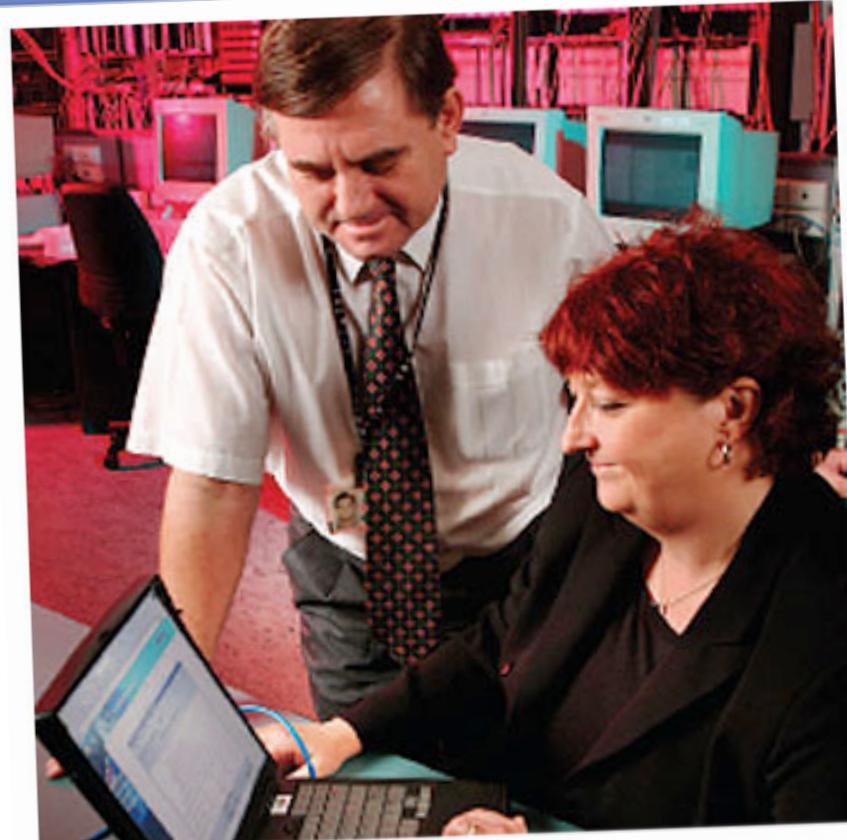
Alcatel, a full spectrum telecommunications provider operating in more than 130 countries, needed to provide its key customer Telstra with new equipment quickly and accurately. The implementation of Cincom's Integrated Selling and Product Configuration Solution has helped transform Telstra's service requests into complete orders for needed parts in minutes instead of hours. Alcatel now realizes improved customer satisfaction rates by simplifying a complex ordering system and all but eliminating order entry errors.



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"The Cincom configurator tool is an integral part of the ordering process for Telstra. Without it, the network planners would find it very difficult to convert their business requirements into technical specifications."

— Phillip Lawton, CMUX Program Manager, Alcatel

Client:
Cherniak Software Development Corp.

Industry:
Software Development

Solution:
Cincom Smalltalk™ VisualWorks®

Cherniak Software Builds Its Business on Cincom Smalltalk VisualWorks

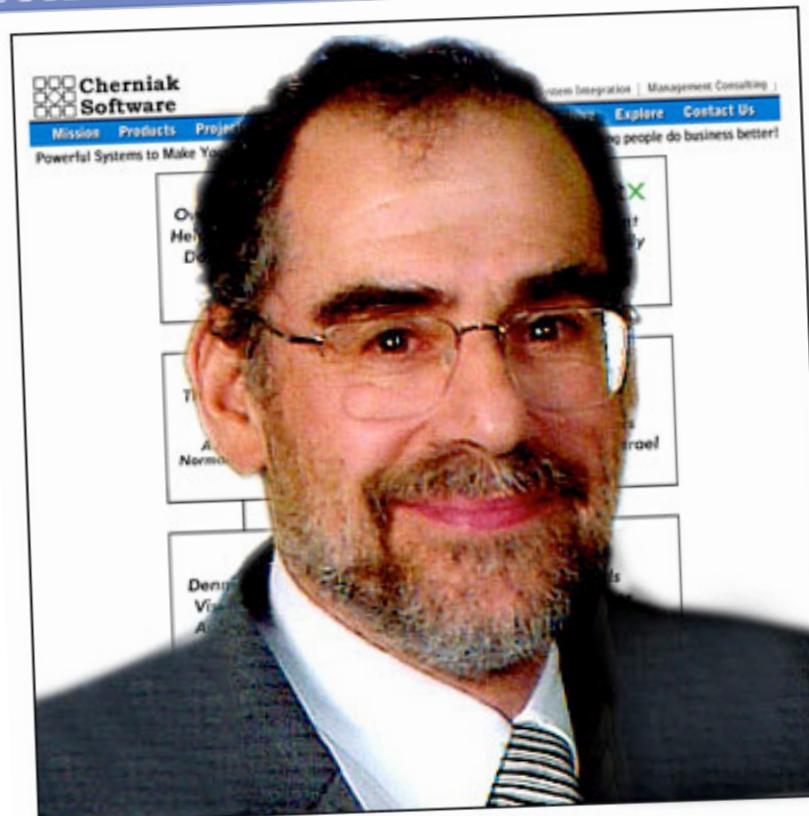
When Bob Cherniak began his business in 1978, he wanted to provide powerful business systems that directly addressed his clients' needs. His team used Business BASIC and later, C with the relational DBMS, Informix.

Later he sought a graphical user interface language to develop high-quality applications faster and cheaper. A project with a telecommunications company introduced him to the advantages of object-oriented software development and the potential for "huge productivity gains." Cherniak had found Cincom Smalltalk.

Today, Cherniak Software uses Cincom Smalltalk VisualWorks to give its clients uncommon flexibility, so that rather than reprogram applications, they configure changes at the user level – an especially important feature of their fully integrated enterprise systems.



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"... [Our] main reasons [for adopting Smalltalk] were what it could do to help us develop quality robust applications quickly."

— Bob Cherniak, Founder and President
Cherniak Software Development Corp.

Client:

CS Component Studio

Industry:

Software Development

Solution:

Cincom Smalltalk™

CS Component Studio provides customer-specific ERP solutions for companies that require broader functionalities than standard ERP systems can provide.

The Framework CS Component Set enables the quick and cost-effective development of complex ERP applications. This helped CS Component Studio achieve a significant competitive edge and, with the help of Cincom Smalltalk, open up a whole new market segment.

The Smalltalk foundation of the ERP framework provides high flexibility and speed for CS Component Studio, which allows support of customer requirements that don't arise until the project is underway. Object orientation guarantees that any kind of modification can be quickly and smoothly implemented. Thus, the ERP system can be developed and continuously customized with the customer in an iterative way. Taking part in this development process makes it easier for users to sign off on the system and to accept the completed program as "their own system" – a "win-win-win" situation for the ERP specialist, the customer, and the user!



"We've opened up a whole new market segment with our Framework CS Component Set: large companies looking for a tailor-made ERP solution, as well as smaller companies with extremely specific requirements."

— Georg Walk
CS Component Studio Managing Director



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Client:

C2A Informatique

Industry:

Manufacturing

Solution:

Cincom Smalltalk™

Cincom Smalltalk Enables Regional French Software Developer to Go Global

C2A Informatique uses Cincom Smalltalk as the basis for ongoing development of its TotalHorizon product – an integrated, sales management, production management, and accounting solution designed for small- and medium-sized businesses. Continually adding value to TotalHorizon to meet customer needs has driven C2A Informatique to partner with sources of technical innovation – such as Cincom – since the mid-1990s.

Cincom Smalltalk enables C2A Informatique to quickly enhance and improve TotalHorizon while maintaining optimal pricing and providing customers with quick implementation. Ongoing prototyping, incorporation of reusable components into the product architecture, and modification of the interface without compromising the overall application are all provided through the development environment of Cincom Smalltalk.



"Smalltalk is ideally suited to management problems and has enabled us to build a true small business framework, which we can reutilize and tailor for each new customer context."

— Serge Lehmann, Project Manager



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Client:
JPMorgan

Industry:
Financial Services

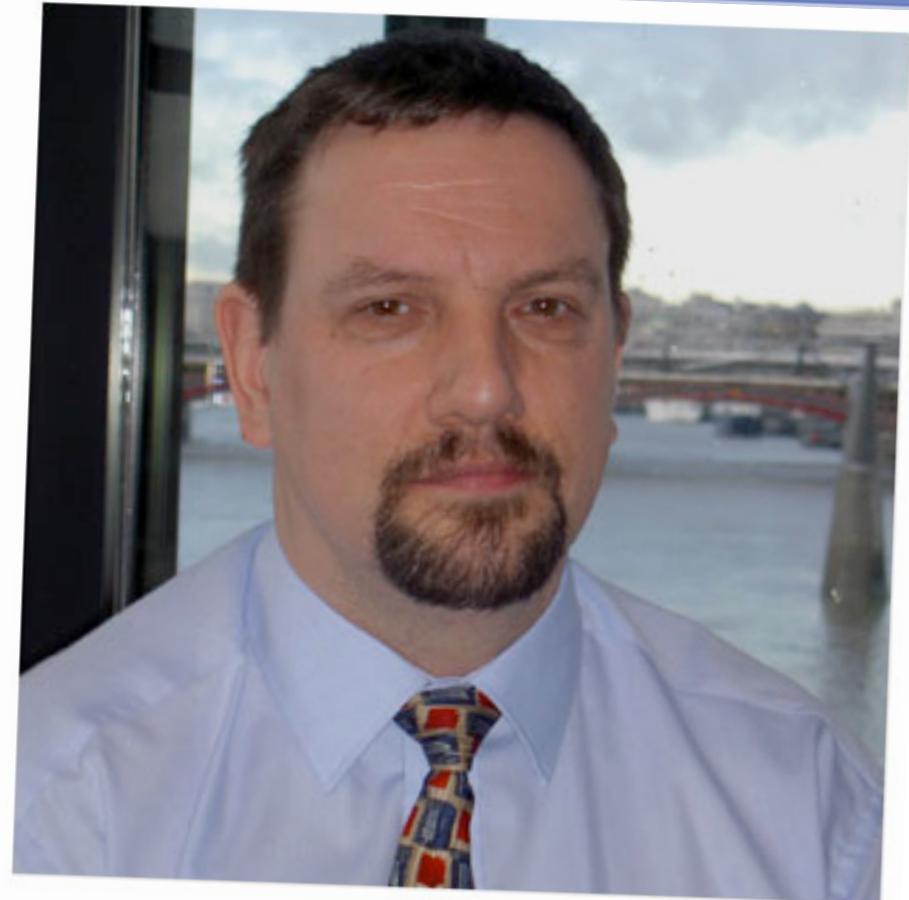
Solution:
Cincom Smalltalk™

At Triple the Productivity, JPMorgan Beats the Competition with Cincom-Smalltalk-Developed Kapital

JPMorgan leverages its success with timely new products that it can rapidly scale for significant market share. It is committed to information technology for this competitive advantage. For example, JPMorgan developed the Kapital financial risk management and pricing system to trade large volumes of financial instruments simply and easily.

Using Cincom Smalltalk to develop Kapital, JPMorgan met the challenge of finding a development environment that deals with the complexity of its derivative products, delivers unparalleled productivity to stay ahead of the competition, and offers the scalability to support extremely high trading volumes.

JPMorgan estimates that it would have required three times the resources in another language, such as Java, to build Kapital.



"We believe we have a truly awesome RAD environment. The key is that our development resources do not have to be Smalltalk experts."

— Dr. Colin Lewis, Vice President
JPMorgan



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Client:

Key Technology

Industry:

Manufacturing

Solution:

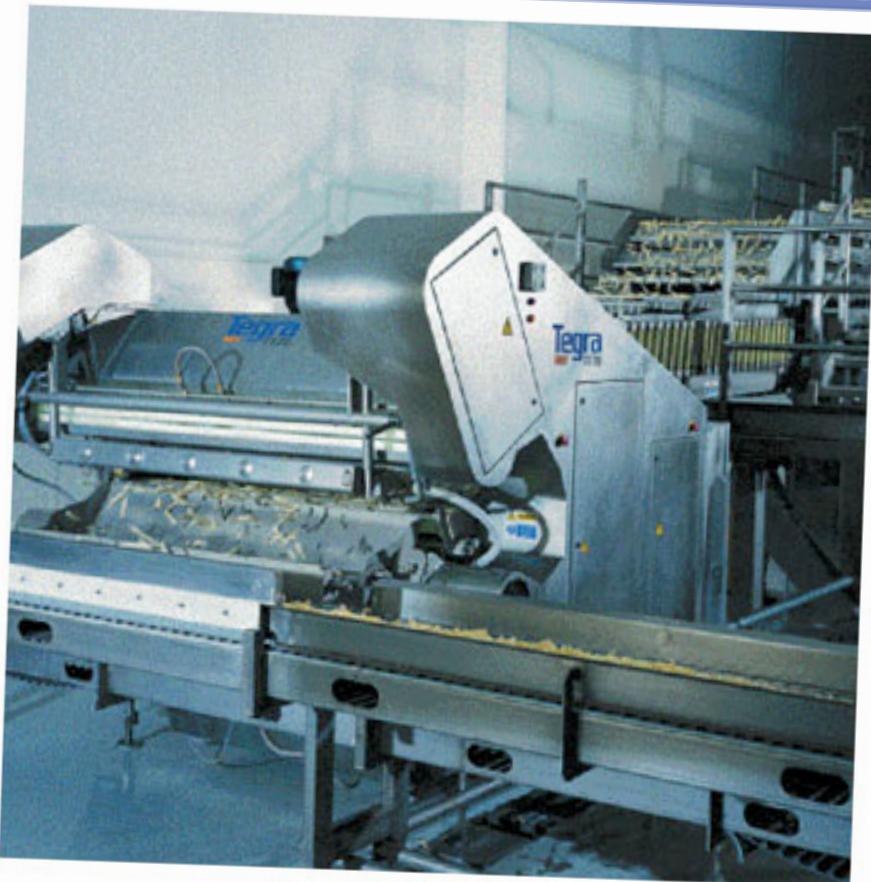
Cincom Smalltalk™ VisualWorks®

Key Technology Meets Every Deadline on Time and Within Budget Using Cincom Smalltalk VisualWorks

To produce Tegra, the first automated optical food sorter, Key Technology wanted to write its applications in Smalltalk. But to apply the Tegra sorter to many different products, the software had to be portable and very flexible.

Key chose Cincom Smalltalk VisualWorks for its emulated graphics framework, cross-platform capabilities, and – because Key's machines ship worldwide in 15 or more languages – "Cincom's excellent internationalization capabilities and support expertise," said Travis Griggs, senior software engineer.

Further, Cincom Smalltalk VisualWorks has helped Key meet every deadline and stay within budget, owing to its ease of learning and use. "Cincom Smalltalk ... allows you to be at least two or three times more productive," Griggs said.



"Cincom Smalltalk is such an excellent development language that you can develop fast, and it allows you to concentrate on solutions while you're coding."

— Travis Griggs, Senior Software Engineer,
Key Technology, Inc.



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Client:

MetaCase

Industry:

Manufacturing/Systems Development

Solution:

Cincom Smalltalk™ VisualWorks®

MetaCase Enhances Design Flexibility and Reduces Time-to-Market with Cincom Smalltalk VisualWorks

Finland-based MetaCase develops modeling solutions that enable its customers to predict how business process changes will affect information systems architecture. When MetaCase needed a new product that included flexible graphical modeling technology, it turned to Cincom Smalltalk for a powerful, flexible, object development environment.

As a result of this partnership, MetaCase produced MetaEdit+. This new software development tool enabled Nokia to reduce time-to-market for new telephone modules from 14 days to 1, for example. According to MetaCase, this outstanding achievement would not have been possible without the power, flexibility, and simplicity of Cincom Smalltalk.



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"Cincom Smalltalk allowed us to provide our customers with a simple-to-use, adaptive, and powerful tool for effective support of modeling and metamodeling."

— Dr. Steven Kelly, CTO, MetaCase

Client:

Penn State University

Industry:

Education

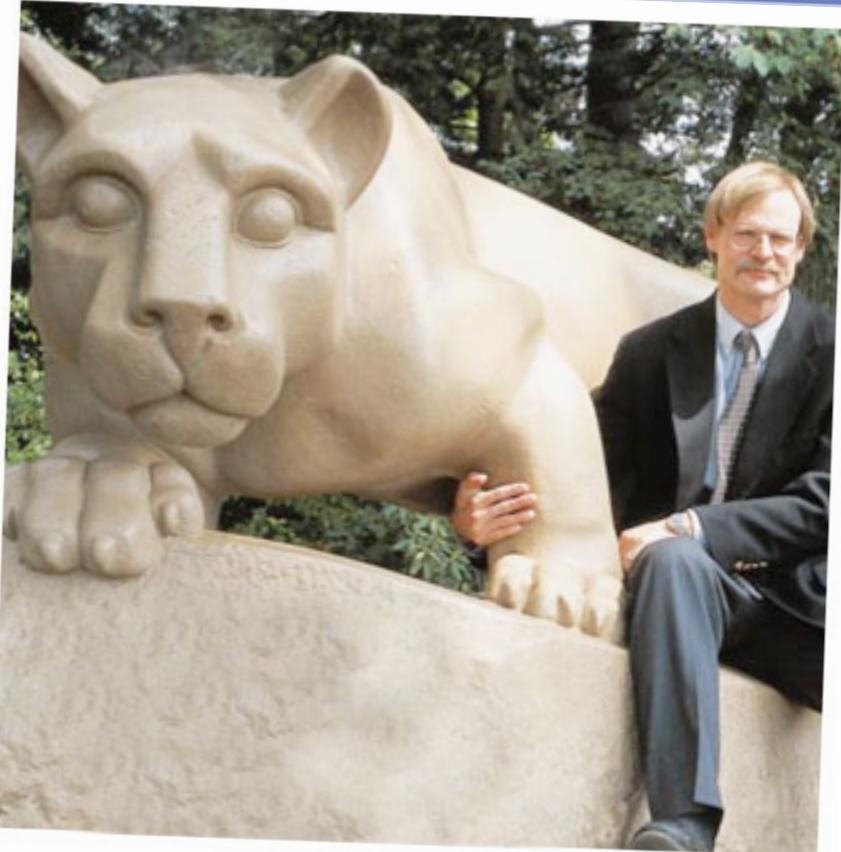
Solution:

Cincom Smalltalk™

Cincom Smalltalk Helps Penn State Create Web-Based Access of Legacy System Assets

Penn State University wanted to make its huge storehouse of information readily available to students, faculty, and staff. But simply combining its legacy mainframe system with client-server functions quickly crashed key business applications during heavy usage.

Using Cincom Smalltalk, PSU developers rapidly rolled out a three-tiered system using the mainframe, web servers, and traditional desktops with thin clients. By reusing components, functions could be written once and placed on servers accessible by all applications, thus saving time and money in both labor and equipment. It also meant that the system could be expanded as needed, legacy mainframes could be linked for data access, and passwords could be protected and authenticated.



"[Cincom Smalltalk's] object-oriented architecture enabled rapid development and provided us with the opportunity to continually expand the system through component reuse."

— Peter DeVries, Director of Advanced Technology
Penn State University



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Client:
Scarborough Research

Industry:
Business Analysis

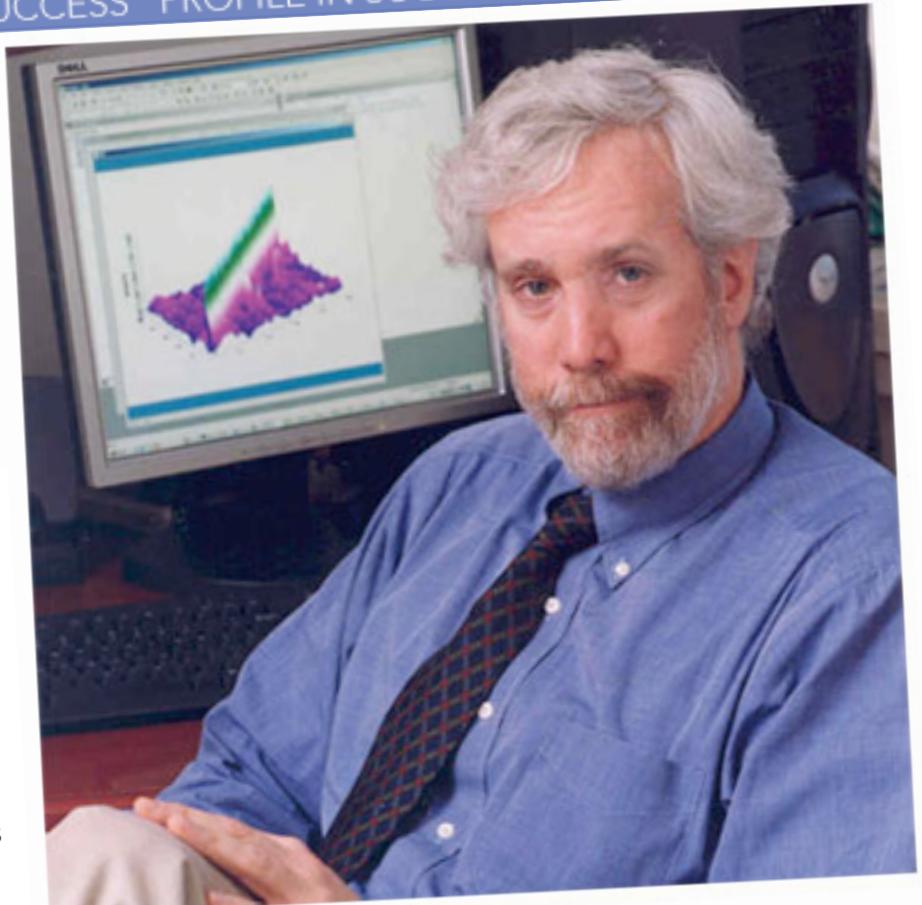
Solution:
Cincom Smalltalk™ VisualWorks®

Scarborough Research Transforms Development With Cincom Smalltalk VisualWorks

As a major research firm in media and markets, Scarborough Research measures lifestyle and shopping patterns, media behavior, and American consumer demographics.

Scarborough needed to upgrade PRIME, its proprietary data-analysis system for clients – marketers, media executives and sales staff, the press, ad agencies and industry analysts. Written in Visual Basic, PRIME required six programmers just for support.

Benchmarking Smalltalk and C, Scarborough developed the application in both and compared the results. No contest. When asked why he chose Cincom Smalltalk VisualWorks, Jim Collins, Ph.D., Scarborough's senior vice president of information systems, said simply, "I'm interested in solving problems, not writing a lot of code." Rapid development, fewer support issues and faster access to data by clients.



"What I like about the language is its power and its elegance. What I like about the environment is that it's a terrific debugging environment from a number of different perspectives."

— Jim Collins, Senior VP, Information Systems,
Scarborough Research



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Client:

Soops

Industry:

Manufacturing/Energy Systems

Solution:

Cincom Smalltalk™

Soops Achieves 100% Success Rate Producing Software for the Power-Trading Market

The first company in the Netherlands dedicated to object-oriented technology, Soops seized opportunities in the energy exchange and power-trading markets. Success in these lucrative but competitive markets required speedy software development and the ability to replicate systems.

Soops found that Cincom Smalltalk was reliable, flexible, simple to learn and use, and needed only 50 to 65 percent of the code required of a C++/Java program. With Cincom Smalltalk, Soops rebuilt and replaced power exchange systems in less than 20 percent of the time their clients had estimated. Moreover, Soops' programmers reported 50 percent productivity gains and significant improvements in software reliability, reusability, and scalability – all contributing to a 100 percent success rate that even amazes Soops.

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“... Cincom Smalltalk was the only solution that could deliver the required level of malleability and flexibility for the highly complex projects that we were pursuing. So far, we've achieved a 100% success rate with Smalltalk.”

— Freek Dech, Managing Director, Soops

Client:
SUISA

Industry:
Financial Services

Solution:
Cincom Smalltalk™

Cincom Smalltalk Harmonizes Music and Money with Web-Enabled Mainframe Applications

With legacy systems on CICS and the interface limited to 3270 screens, SUISA needed a better way to represent 1.7 million copyright holders across 100 constituent groups to some 90,000 customers in the music business.

According to Nick Theofanidis, the manager of databases and system administration group, SUISA built its GUI-driven, transaction-oriented services on the mainframe with Cincom Smalltalk because it integrated applications with the desktop, independent of platform, and with interfaces to customers worldwide.

SUISA thus deployed a web-enabled global repository of everyone holding music copyrights in all constituent groups. Hundreds of users may now be online simultaneously, and SUISA uses real-time data on a global distribution network to collect royalties and pay copyright owners.



**"Our expectations have been satisfied.
... Cincom Smalltalk can be considered as the
gateway to our mainframe business applications."**

— **Nick Theofanidis, Manager, Databases and System Administration Group, SUISA**
Nick Theofanidis (at left) and his supervisor, Kurt Auer, of SUISA



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Client:

Steinmayr Net Intelligence

Industry:

Telecommunications

Solution:

Cincom Smalltalk™

Steinmayr Net Intelligence Meets Customers' Demands for Smart Network Implementation

Steinmayr Net Intelligence provides custom software for managing networks and infrastructure. Under a 1998 German law, the documentation of ICT networks must be traceable – a challenge similar to provisions of the U.S. Sarbanes-Oxley Act and to ISO requirements. Compliant companies want their ICT infrastructure to be economical, justifiable, and even profitable. Both SNI and its customers must customize systems for an implementation.

SNI's COBOL systems were redesigned with Cincom Smalltalk to meet market and customer demand for comprehensive integration and fast implementation at low cost, plus anticipate new techniques (e.g., VoIP), cost pressure, and more complex networks. Cincom Smalltalk's metaprogramming features produce a generic framework for easier and faster modifications, without affecting SNI's system functionality.

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"In our company, technological understanding meets creative and innovative software development. Our early decision for object-oriented technologies pays off. For several years, we have been growing faster than the market."

— Margit Steinmayr, CEO, Steinmayr Net Intelligence GmbH

- News
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CUSTOMERS



Financial Services

CCK Financial Solutions, Ltd
Charles Schwab
Equinox Financial Solutions
Fairway Financial
Fidelity
FX-Alliance
IntercontinentalExchange, Inc.
JPMorgan Chase .
Kagiso Treasury Services
Mercap S.R.L
Merrill Lynch
Momentum Life
Northwater Capital
Private Business
Progressive Casualty Insurance
RMB International
Swiss National Bank
Tradeweb
Union Bank of Switzerland (UBS)
Washington Mutual, Inc



Merrill Lynch on the grid in race to speed up apps

Government



BAE Systems
Canada Customs and Revenue Agency (CCRA)
Doxcelerate
Dutch Agricultural Economics Institute
Norwegian Department of Immigration

Consulting

Computas AS
EDS

Education

Oakton Community College
Swedish University of Agricultural Sciences
University of California (Lawrence Livermore Labs)
Wolverhampton University

Healthcare

Mennen Medical
US Oncology

Miscellaneous

HB Fuller
Jack in the Box
SynXis



Object Database Cache Improves Data Access,
Scalability and Administration and Provides SynXis
With Increased Performance Capabilities

Technology

Adventa Control Technologies
Cherniak Software Development
IBM
Siemens Austria
Texas Instruments

Telecommunications

BellSouth Telecommunications
Verizon Information Services

Transportation/Shipping/Logistics

Cosco Container Lines (COSCON)
Ford Motor Company
General Motors
Nippon Yusen Keisha (NYK)
Orient Overseas Container Line (OOCL)



GemStone and OOCL: A Shipping Industry case study

Utilities

Caesar Systems
Florida Power & Light



"Smalltalk enables us to break many technological conventions, for the sake of being the best."

— Mathieu van Echtelt,
Product Manager, AG5

Industry: Employee Skills/Training

AG5 helps safety and rescue-related organizations (e.g., fire fighters and ambulances) to understand and to support the experiences, roles and skills of their workforces. The solution covers administrative processes of education, training and deployment for both individual experts and multidisciplinary teams.

It is unique because of its ability to share organizational data and support inter-organizational processes; this being particularly important for ensuring an adequate response to major incidents.

Cincom VisualWorks® helps AG5's development team to be very productive in an ever-changing environment. AG5 is constantly gaining a clear competitive advantage over other vendors as they can instantly adopt any new training methodology, increased legislation requirements or changed organizational structures and thus be able to quickly respond to new demand.



"We appreciate Smalltalk's clear object orientation, along with its tremendous stability. The class browser and especially the ability to integrate add-ons during runtime are important assets. Smalltalk enables us to be very flexible and immediately adapt to the latest market requirements."

— Leo Zgraggen, CEO, AGIS

Industry: Communications

AGIS develops, sells and integrates modularly built standard software (OPENService) for cable and internet providers as well as for telecommunications companies. The software supports the entire range of business services for leading firms that bundle TV, Internet, telephony and similar services, including promotions, service provisioning, invoicing and customer payment. OPENService is the leading solution in Switzerland and is marketed as well in Germany and Austria.

The software's front end takes advantage of the object orientation of Cincom ObjectStudio®. OPENService is scalable from small systems up to distributed solutions with hundreds of work stations and millions of invoices.



"Smalltalk provides the perfect platform for us to meet the high requirements of our customers on DSL- and BNL-based applications."

— Christophe Allegri,
Director of Application
Development, Bird Technology

Industry: Software Engineering

The French software development company, Bird Technology, focuses on developing applications based on domain-specific languages (DSL) for the finance sector as well as web 2.0 and web 3.0 applications for niche markets (such as transactions and simulations). The company's high-end services range from consulting, project planning and project management to application maintenance services.

Bird decided to use Cincom VisualWorks for its maturity, availability and homogeneity, which is not reached by other object-oriented languages. In addition, Bird needed a dynamic language providing a just-in-time optimizer, while guaranteeing maximum stability with effective support. Smalltalk met these requirements.



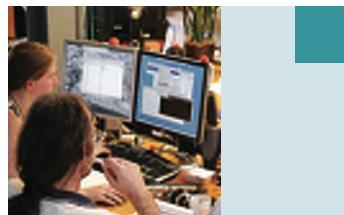
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— Dr. Steven Kelly (on the left), CTO,
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Industry: Manufacturing/Systems Development

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Industry: Telecommunications

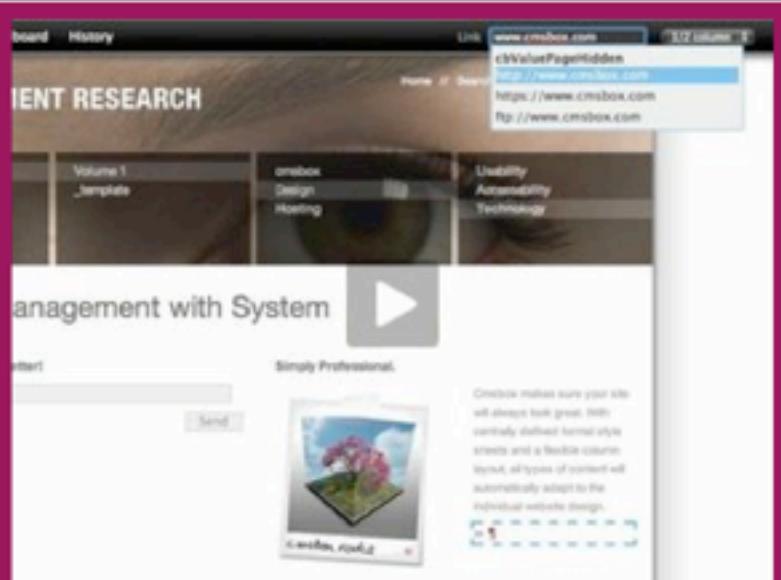
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Cmsbox – systematic content management

Watch the cmsbox video (3 min)



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It just works.

Cmsbox, the beautifully designed, super-easy, yet powerful and flexible Content Management System (CMS) offers everything you need to create, edit and enhance the content of your web site. All elements and contents can be arranged and customized directly on your own web site.

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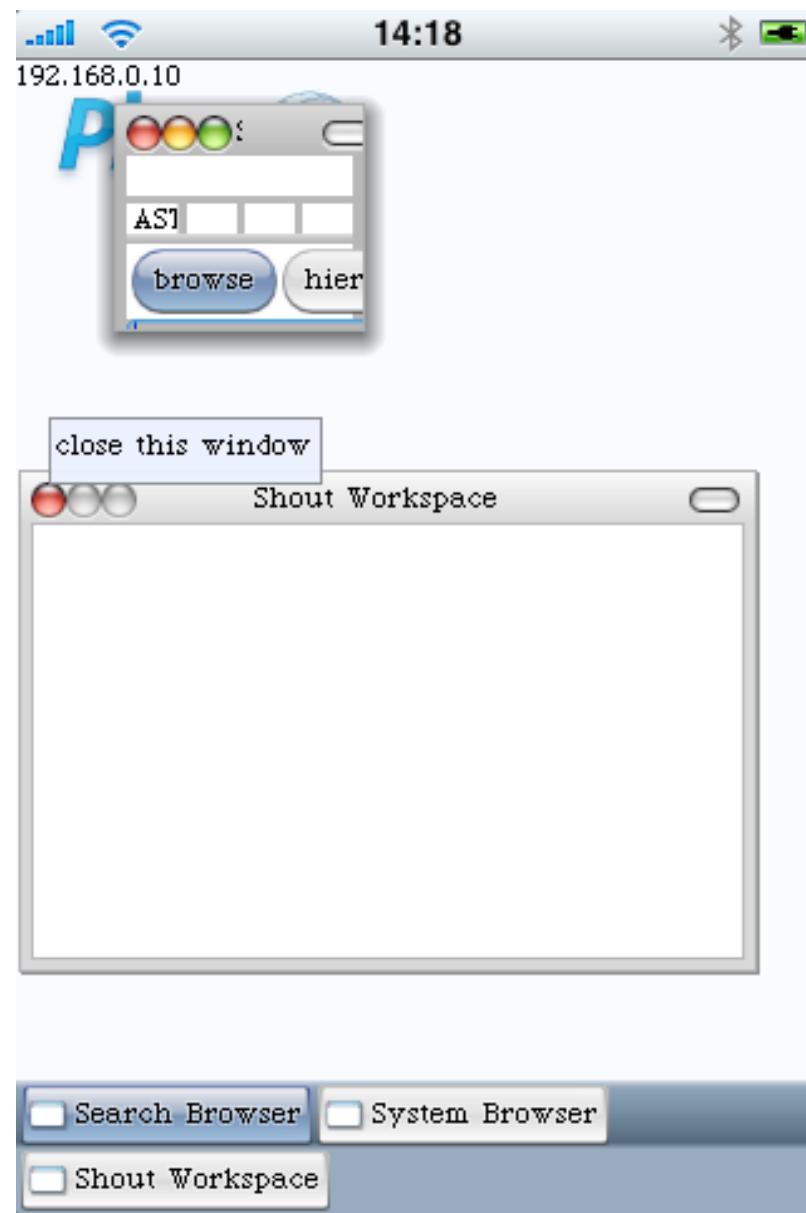
Simply professional.

Cmsbox makes sure your site will always look great. With centrally defined format style sheets and a flexible column layout, all types of content will automatically adapt to the individual website design.

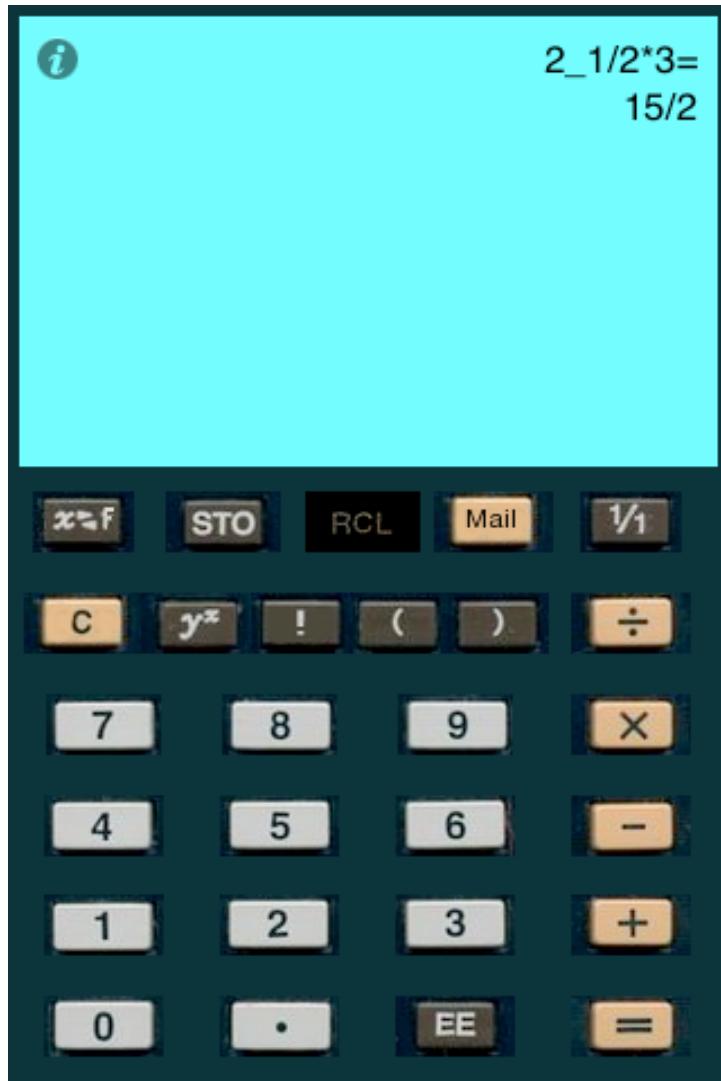
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Smalltalk on the iPhone

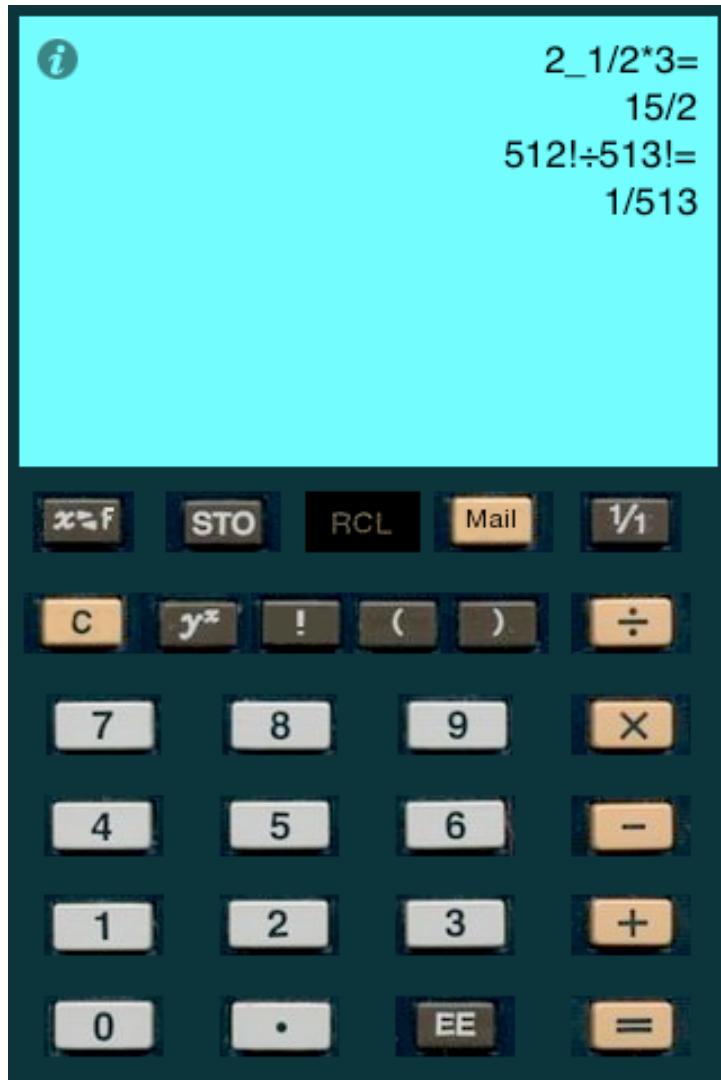
Smalltalk on the iPhone



Fractions Calculator



Fractions Calculator



WikiServer

- Connect to my iPhone ...

The screenshot shows an iPhone's home screen with a blue header bar. The time is 15:17. The URL in the address bar is <http://192.168.0.10:8080/>. There are three buttons: 'Save' (blue), 'Status' (blue), and a placeholder box (white). Below the header is a navigation menu with links: WikiServer, Help, Add, Copy, Design, Edit, Settings, View, Changes, Report, Text, View, Wiki, and Help. The main content area is titled "WikiServer" and contains the following text:

Welcome to a Wiki hosted by your iPhone or iPod touch. Not only can you view and edit material in this Wiki using the touch screen, you can also [serve Wiki pages](#) to other users in a WiFi network. If you are familiar with Wikipedia then you know a Wiki allows you to add, change, or delete information such as text, audio, video, images, and PDF documents.

This Wiki comes with a basic set of [Information](#) pages: an introduction to the [technology](#), the [licensing information](#), and a page on [syntax](#). To make it useful you must [add pages](#) with textual data, pictures, and video. The Wiki also supports raw HTML and *.css style sheets to enable you to build very complex pages. For the latest information about working with the Wiki please visit the [WikiServer support site](#).

Powered by the [WikiServer](#)

Idle