

# YOUR ORGANIZATION HAS ACHIEVED SUCCESS WITH COMPUWARE UNIFACE

## TELL YOUR STORY

Sharing the success you've achieved with Uniface promotes your company as an industry leader that benefits from the productivity Uniface delivers when building, renewing and integrating the largest and most complex enterprise applications. By telling your story, you can take part in targeted activities based on your preferences which will promote key customers and their achievements. Your company will be positioned as a leader in its industry for delivering top-quality enterprise applications to customers and partners.

## REFERENCE ACTIVITIES INCLUDE:

- **Company logo**  
Your company logo will accompany any document created
- **Quotes**  
A short and concise statement about the success you've achieved with Uniface, attributed to an IT leader in your company
- **ROI/productivity calculation**  
A concrete breakdown of productivity and/or savings of IT budget
- **Written case study**  
A 2-page written overview of the success achieved with Uniface
- **White paper**  
An in-depth paper highlighting the technical aspects of success achieved
- **Joint press release**  
Based around a specific achievement or theme, to be used to generate press local, regional or global coverage
- **Video testimonial**  
Short, professional, interview-based video of success achieved with Uniface
- **Reference customer**  
Be willing to talk and answer questions from potential Uniface customers about your experience

## THE PROCESS

Sharing your success is quick and straightforward, we ensure we have your approval before anything is published. Here are the steps:

1. You will secure approval from your organization to participate
2. Compuware will send you a list of interview questions to review
3. Compuware will set-up a telephone interview (in English, or your local language), for a video we will schedule a time to come to your office
4. You will supply your company logo and any other images that could be used
5. The case study or white paper will be written by one of our writers and the video will be edited
6. You will review and approve the written version of the document, or the edited video
7. Compuware will layout the case study or white paper as a PDF file which will include your company logo
8. You will review and approve the final file or video
9. The success story or video testimonial is complete!

## EXAMPLES OF HOW THE SUCCESS STORY ELEMENTS WILL BE USED:

- **Published** on Compuware.com
- **Published** on Uniface WebTV
- **Promoted** via social media channels: Facebook, Twitter, YouTube
- **Used in presentations**
- **Used at events**

**CUSTOMER CASE STUDY: UNIFACE**

## Compuware Uniface

**CUSTOMER**  
The Company

**SECTOR**  
Software development and integration; outsourcing

**CHALLENGE**  
The company needed a flexible development environment, compatible with multiple operating environments and databases, for Synoptic-ERP, its flagship ERP product for Small to Medium Enterprises. Subsequently, it has had to keep up with advances such as Web and mobile technologies.

**SOLUTION**  
Compuware Uniface

**RESULTS**

- Rapid, straightforward redevelopment of around 1,000 software components
- Efficient integration with customers' existing applications
- Developer productivity doubled
- Straightforward migration to Web and mobile environments

**BUSINESS CHALLENGES**

Established in Lille (France) in 1985, the company is an IT company focusing on three main areas:

- Synoptic: an ERP package for Small to Medium Enterprises (SMEs), which company develops, implements and integrates as required with customers' other applications
- Plug and Track: temperature monitoring for sectors including food and health
- Blue-Serve: outsourced management of IT infrastructure and networks

company has offices in Lille, Nantes and Lyon. It has 800 customers, 130 of whom use Synoptic.

Synoptic was initially developed over twenty years ago, with the text-based user interface that was then universally used. During the nineties, however, it underwent a turnaround with the advent of graphical user interfaces, notably in Windows 95. Users now expected computer systems that were user-friendly and easy to access. Forward-looking applications providers realised they needed to adapt to these changes.

In 1990, Company therefore decided to update and migrate the Synoptic-ERP's user interface in line with customer expectations. Not only did it want to equip its development team with a graphic development environment; it also wanted to promote re-use of components in order to increase productivity and efficiency.

"We had an additional technical requirement," recalls Jean-Baptiste Ferry, vicept Manager at Company. "The new tool needed to be compatible with multiple operating environments (including Unix and Windows Server) and multiple databases, particularly IBM UniVerse which Synoptic-ERP incorporated."

"For more than 15 years, we have enjoyed a close and stable relationship with the Compuware Uniface team. We've always been highly satisfied with their attentiveness and their responsiveness to our needs."

### FROM CHARACTER MODE TO WINDOWS USER INTERFACE

In 1990 the company issued a Request For Proposals that specified all these criteria. Compuware Uniface immediately stood out from the candidate solutions. Its graphical environment completely met the team's requirement for ease of use.

Uniface had other clear technical advantages. Uniface applications could run without modification not only on Unix, but also on Windows Server, at that time growing in popularity. Compuware also supported a wide range of databases in addition to IBM UniVerse, which meant that the company would be able to integrate Synoptic-ERP with customers' existing IT systems simply and quickly.

Just eight of the company employees redeveloped all of Synoptic-ERP's 1,000 elements within Uniface. As expected, Uniface allowed the team rapidly to individualise the process of creating new screens and integrating them with the relevant tables. "Development time was halved," estimates Jean-Baptiste Ferry.

Within two years, all existing ERP customers had been migrated to the new graphical version of the product, and all new customers were receiving the new version from the outset. For both installations and upgrades, Uniface's wide choice of database interfaces dramatically speeded up the integration of Synoptic-ERP within customer information systems.

Jean-Baptiste Ferry adds, "The Uniface multilingual library also allowed us to respond very quickly to customers' requests to make Synoptic-ERP's user interface available in multiple languages."

### FROM WINDOWS USER INTERFACE TO WEB

Since the initial migration of Synoptic-ERP to Uniface in the mid-1990s, there have been new technical challenges, notably the rise of the web. Many customers want to take advantage of these simpler, more agile, ways of using IT services. By upgrading from Uniface 7 to versions 8.4 and then 9.4, the company has been able to keep pace with these demands without the need to rewrite its application. "Version 9.4, which we are currently using, is oriented towards Web 2.0, and allows us to develop dynamic Web pages," explains Jean-Baptiste Ferry. He adds, "We have never had any problems upgrading because Compuware guarantees compatibility between versions."

Only one of the company customers so far uses Synoptic-ERP exclusively in Web mode, but many more have chosen to access specific modules such as CRM this way, or to connect an Extranet to their ERP system. Because all the modules have been developed using Uniface, they can easily link to one another and to the basic client-server application.

12 of the company 22 staff currently work on Uniface development. Uniface continues to facilitate the ongoing evolution of Synoptic-ERP: future challenges which it will help with include the creation of special mobile applications and web pages for use via tablet computers and smart-phones.

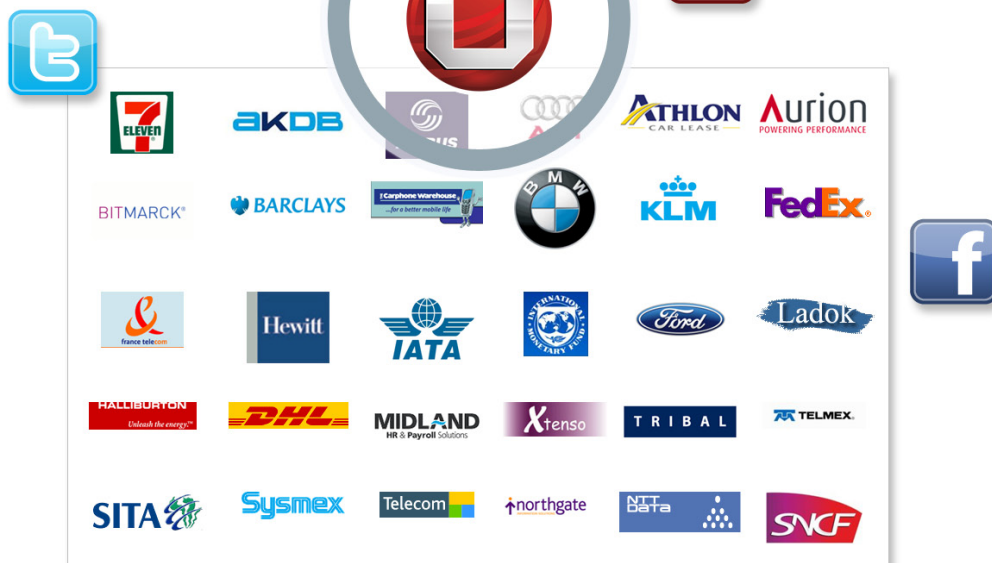
Jean-Baptiste Ferry concludes, "For more than 15 years, we have enjoyed a close and stable relationship with the Compuware Uniface team. We've always been highly satisfied with their attentiveness and their responsiveness to our needs."

To learn more, please visit: [www.uniface.com](http://www.uniface.com)

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