



Uniface Marketing

November 2012

Christy Hillebrink



Agenda

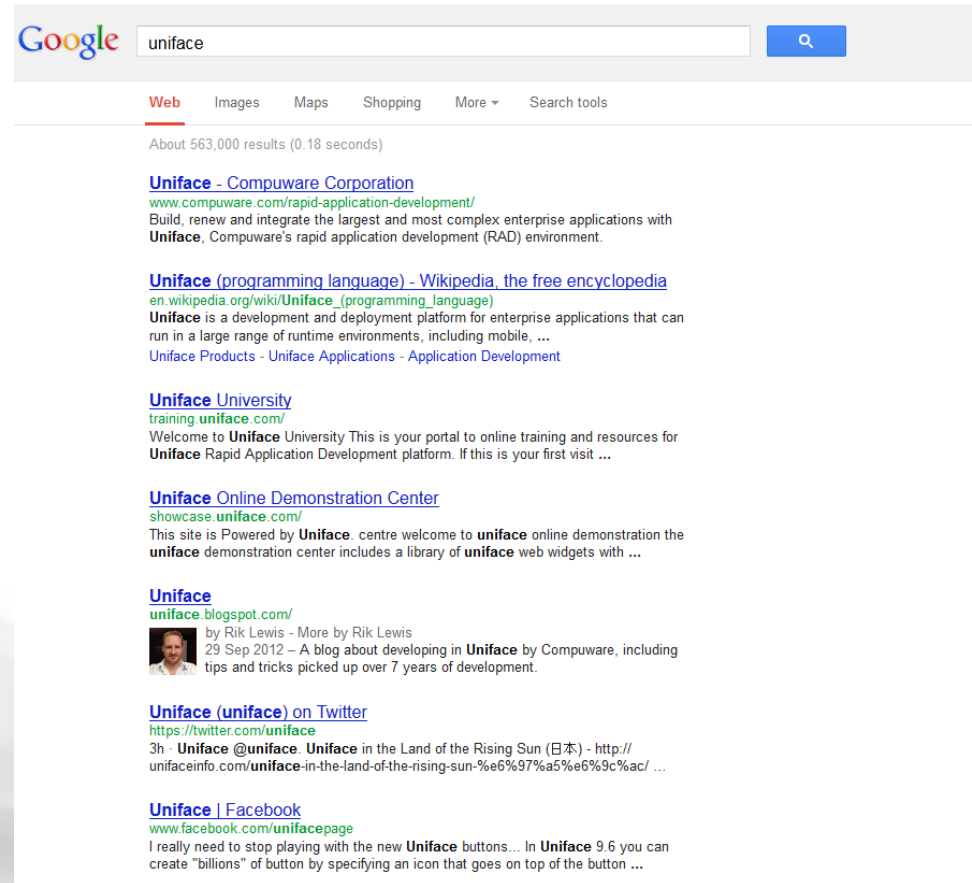
- Meet our team
- Why & Who
- What do we do
- Projects highlight
 - ✓ Success stories
 - ✓ Uniface challenge
 - ✓ PartnersUnited
 - ✓ “What is” Uniface

Meet Our Team



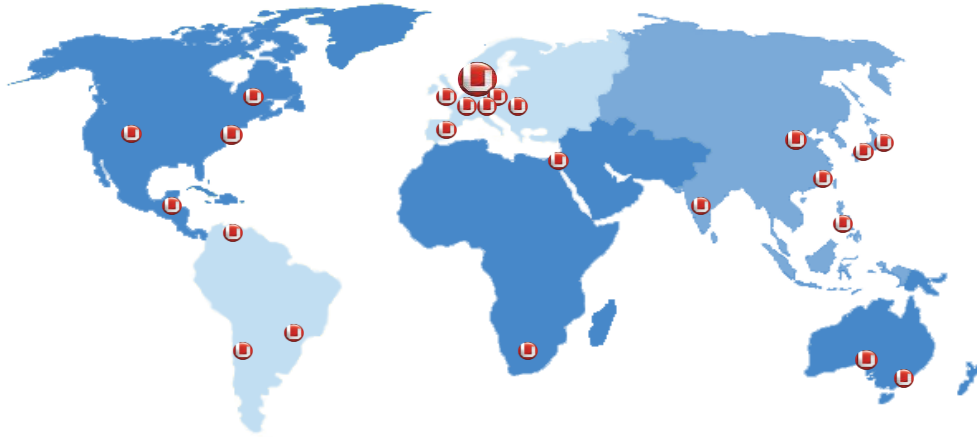
Why do we market Uniface?

- Visibility
- Awareness
- Existing customers
- Uniface 10

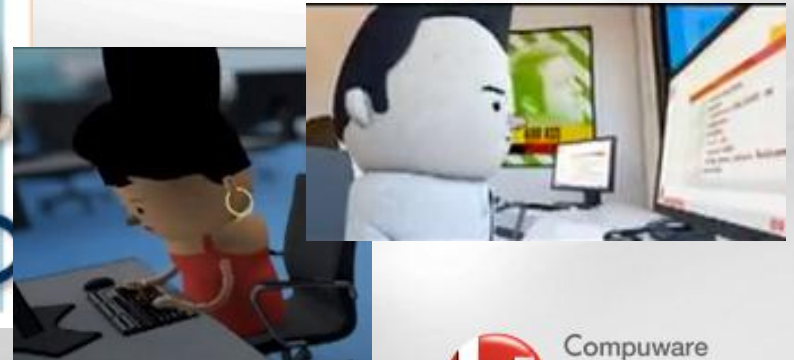


Who do we market to?

- Enterprise customers
- VARS



- IT Management
- Users



What do we do?

- Branding/Graphics



What do we do?

- Communications/Community

The screenshot displays the Uniface website interface. At the top, a navigation bar includes links for Application Performance Management, Business Portfolio Management, Mainframe Solutions, Uniface, CoviSint, Professional Services, About Compuware, Careers, Partners, and a flag icon. Below this is the Compuware logo and a search bar. A secondary navigation bar lists WHY UNIFACE?, CUSTOMERS, PARTNERS, SERVICES, SUPPORT, ABOUT, and CONTACT US, with a FREE TRIAL button on the right.

The main content area features a large image of a group of people in a meeting, with the Uniface logo and the text "Increase your competitiveness and maintain ROI on older applications". To the left of this image are four links: "Uniface and mission-critical applications", "Uniface and productivity", "Uniface and technology independence", and "Uniface and modernization". Below the main image, there are two columns of text: "What is it like developing applications with the Uniface platform?" and "Why choose Uniface as my application development platform?".

The bottom section of the website is divided into several columns. The left column contains a "Blog" section with a post titled "Windows 8 boosts enterprise applications (Part 1)" dated Nov 7. The middle column has a "Forum" section with a post titled "Need Help with DBMS configuration" dated Nov 7. The right column contains an "Upcoming Events" section with dates Nov 14, Dec 03, and Dec 11, and a "Latest Downloads" section with a list of five items. At the bottom right, there is a "Survey" section titled "What do you think of the new Uniface community webs" with radio button options for Excellent, Good, Bad, Can Be Improved, and No Comments, and a "Vote" button. Below the survey is a "Media" section with a grid of images.

What do we do?

- Content

FACT SHEET: COMPUWARE UNIFACE

UNIFACE PROFESSIONAL SERVICE

Deliver more value from every IT dollar with expertise, best practices and methodologies

ABOUT US

For more than three decades Compuware has been providing service solutions with our highly skilled IT professionals ensuring businesses are getting the most out of their IT assets. Our service experts (the Uniface Delivery Group) combine extensive software knowledge with a business oriented mind-set to translate business problems into flexible, long-lasting and maintainable solutions covering the whole application development life-cycle. The Uniface Delivery Group uses proven best practices to deliver expert, efficient and economic services solutions worldwide.

OUR SERVICES

Our services cover all facets of Uniface technology and blended with other technologies while seamlessly integrating with other technologies and solutions.

LIVRE BLANC : COMPUWARE UNIFACE

Modernisation des applications d'entreprise : pour une compétitivité accrue et un meilleur retour

Ton Blankers, Responsable Clients Uniface

INTRODUCTION

De nombreuses entreprises ont réalisé qu'elles n'avaient pas d'autre option que de moderniser leurs applications Uniface pour minimiser leur coût de propriété et bénéficier d'une plus grande souplesse. Des ressources et un budget ont également été mis à la disposition de certaines d'entre elles pour leur permettre de revisiter une vieille application Uniface utilisée depuis plusieurs années. Ce rapport explique comment choisir un rythme et un degré de modernisation adaptés aux aspirations et aux contraintes de votre entreprise. Vous pouvez choisir de moderniser l'interface de vos applications, leur architecture d'arrière-plan ou les deux. Il présente les avantages offerts par la modernisation dans le climat économique et technologique

À QUOI RESSEMBLENT LES MODERNISÉES ?

La tendance actuelle à la « d'être exécutée par 100 util application pourrait être utilisée de nombreuses autres options également des attentes des clients comparent toutes les applications pour travailler, aux applications servent pendant leurs loisirs doivent être intéressantes, et s'exécuter facilement, co

Compuware UNIFACE®

CONTAINING AND MANAGING TECHNICAL DEBT WITH UNIFACE

资料书 Compuware UNIFACE

UNIFACE 9.5简介

由于 Uniface 9 使业务和技术部门受益匪浅，客户希望能在更新特性，既可以改善对 Web 应用和 Web 服务的控制和交互对客户端/服务器用户在 GUI 方面有所改进。

欢迎使用 UNIFACE 9.5

Uniface 9.5 包含了大量新功能，使 Uniface 用户能够与 Web 服务和 Web 应用领域的变化保持同步。这些改进可帮助我们现有的客户开始或继续实施 Web 开发，或者便于其将现有应用迁移到 Web 平台上。这些增强还提升了 Uniface 对所有新客户的吸引力，这些客户希望能够高效安全、多快好省地开发基于 Web 的应用。

UNIFACE 9.5 中的新功能

Uniface 9.5 带有大量用于改进性能、安全及灵活性的特性。其中的许多创新会激起那些希望跨越多个渠道部署或采用 Web 技术的用户的兴趣。最重要的创新体现在以下几个方面：

CUSTOMER

Formido

SECTOR

Retail

Compuware UNIFACE®

BUSINESS CHALLENGE

Formido DIY is a franchise organization with over 80 DIY stores, the 4th largest DIY chain in the Netherlands. With 30,000+ items stocked in its stores, Formido ensures that its customers have everything they need.

Compuware UNIFACE®

Development for the Cloud

What do we do?

- Events



What do we do?

- PR/Analyst



Market Watch
THE WALL STREET JOURNAL.
November 7, 2012 10:02 AM EST

9:59a Ciena, JDSU, Juniper shares boosted by AT&T plan
7:46a Live blog: investors' post-election ideas, fiscal cliff and Fed outlook
9:59a Macy's inches up in a lower sector post election

| | DOW | NASDAQ | S&P 500 |
|--------|-----------|----------|----------|
| Open | 13,036.37 | 2,970.65 | 1,406.39 |
| Change | -1.58% | -1.37% | -1.54% |

Home News Viewer Markets Investing Personal Finance Industries Economy/Politics Trade

PRESS RELEASE

Nov. 1, 2012, 10:49 a.m. EDT

Compuware Updates Japan Users on Uniface Application Modernization Strategy



Nov 1, 2012 (GlobeNewswire via COMTEX) --

Uniface World Tour Continues in Japan; Provides Guidance on Rapidly Developing Enterprise and Cloud Applications

DETROIT and TOKYO, Nov. 1, 2012 (GLOBE NEWSWIRE) -- Compuware Corporation (CPWR -1.55%), the technology performance company, today announced that the Uniface World Tour continued this week in Japan with stops in Osaka and Tokyo. The Uniface World Tour is an education briefing to help customers effectively modernize enterprise applications and leverage new technologies, including cloud computing.

"Our Japanese customers are working to rapidly develop applications that align with their business needs and reduce IT systems cost," said Aad van Schetsen, Senior Vice President and General Manager of Compuware's Uniface business unit. "By modernizing applications, organizations reduce costs, increase business agility and leverage new, powerful technologies, such as cloud computing. By bringing the Uniface World Tour to Japan, we are educating our customers and helping them to deliver greater value to the business."

AutomatiseringGids
Nieuwsbrief | Adverteren | Abonnementen

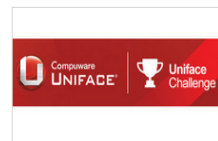
Unifac

Nieuws • Cases voor abonnees • Dossiers voor abonnees • Achtergrond voor abonnees

Home » Nieuws » Seelig en Wesseling winnen Uniface Challenge 2012

Seelig en Wesseling winnen Uniface Challenge 2012

24 MEI 2012 09:48 | CHRIS NAP | NIEUWS 3



Dino Seelig (eigenaar/consultant TCCO en Visual RoSe) en Bas Wesseling (DBA/Software Engineer van Formido Bouwmarkten) hebben als team de Uniface Challenge 2012 gewonnen.

Tijdens de voorjaarsconferentie van de Uniface gebruikersvereniging Face2Face, bonden op het hoofdkantoor van



WHO WE ARE | INVESTORS | NEWS ROOM | SPONSORSHIPS | COMMUNITY | SOCIAL | FEDERAL

Home » Compuware Corporation »

Compuware Details Uniface Application Modernization Strategy

ABOUT COMPUWARE



Uniface World Tour Hits Las Vegas, Highlights Challenges and Solutions for Developing Enterprise Applications; Details Vision for Deploying Applications in the Cloud

DETROIT, Oct. 2, 2012 (GLOBE NEWSWIRE) -- Compuware Corporation (Nasdaq:CPWR), the technology performance company, recently detailed its strategy for helping customers to modernize enterprise applications and leverage new technologies including cloud computing. This announcement was made at the North American Uniface User Group conference held September 30-October 3, 2012 in Las Vegas. This event was the start of a world tour to help customers address the pressing challenges of application modernization with events throughout Europe and stretching worldwide including Australia, Japan, Mexico and Brazil.

"Organizations are under great pressure to reduce IT systems cost, particularly in this challenging economic climate," said Aad van Schetsen, Senior Vice President and General Manager of Compuware's Uniface business unit. "By

What do we do?

- Partners



What do we do?

- Social Media

The collage displays various social media presences for Uniface:

- Twitter:** Profile for @uniface, "Enterprise Application Development Worldwide", with 405 tweets, 533 following, and 315 followers. A post from November 5, 2012, by Adrian Gosbell discusses his affinity for Japan.
- Google+:** A page for Uniface with a red header and a large Uniface logo.
- LinkedIn:** Profile for Uniface Professionals Network, showing account type as Basic and navigation links like Home, Profile, and Groups.
- Facebook:** Profile for Uniface, featuring the company logo and name.
- YouTube:** Channel for Uniface, showing a "Browse channels" button and a list of videos, likes, and history.

The Uniface logo, a red circle with a white 'U', is a consistent element across all platforms. The bottom right corner features the text "Compuware UNIFACE Development for the Cloud".

Project Highlights

- Success Stories

“I’d rather maintain 100 lines of Uniface code than 1000 lines of other code to support the same functionality”

Hans Bloemendaal, CRV

“With Uniface we can consistently deliver successful projects that our business can depend on, it allows us to focus on actually building applications rather than simply crafting lots of code”

Frank van Dijk, Holland Casino

CUSTOMER CASE STUDY: FORMIDO

Fourth Largest DIY Chain in the Netherlands Realize Significant Cost Savings with Uniface

CUSTOMER



SECTOR

Retail

CHALLENGE

Formido invested in several IT projects related to Uniface in order to realize cost savings and to create better work flows with the franchise owners.

SOLUTION

Compuware Uniface

RESULTS

Saves thousands of Euros per year in administration and postal costs

Paperless billing solution integrates with ERP and in-store IS systems, enhancing productivity and reducing postal expenses (by €20.000+)

Automated matching of invoices and orders to uncover price differences, leading to €200,000+ in additional earnings



BUSINESS CHALLENGE

Formido DIY is a franchise organization with over 80 DIY stores, the 4th largest DIY chain in the Netherlands. With 30,000+ items stocked in the stores, Formido ensures do-it-yourselfers have everything they need for the most common jobs in and around the home. The majority of the Formido sites are owned privately. Franchise owners are supported by Formido headquarters in many ways, with IT being a central function.

As a Uniface customer, Formido has several mission-critical C/S applications built in Uniface. Over the last few years Formido has undertaken several projects to upgrade and add new functionality to these applications, with the main goals being saving money and easing the work-load of franchise owners.

SOLUTION

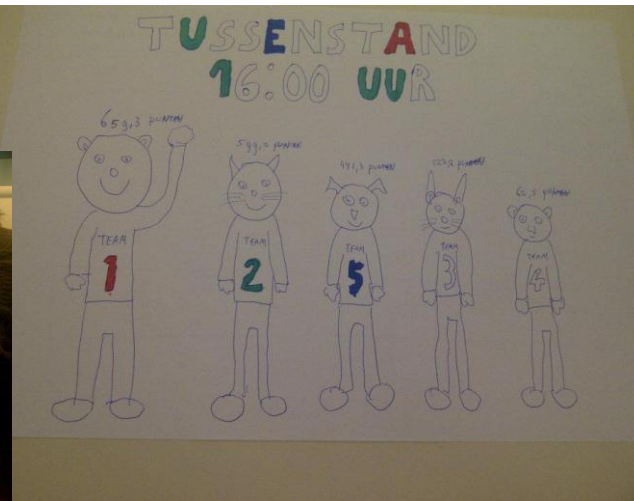
Formido has three Uniface applications that it relies upon for daily business: FDC—the financial credit and debit application; FAB—the assortment management application; and FIS—an application to manage the product arrangement in the stores.

Among the mission-critical applications that were upgraded is the invoicing functionality within the financial application. In the past the individual stores would get paper invoices from the suppliers and they were responsible for their own inventory and filing systems. In adding new functionality to the existing financial applications, the Formido headquarters were able to fully automate this process digitally. Now, all invoices are sent electronically and Uniface allowed a seamless integration between the central ERP system and the Axi retail system in the shops.

Huddle Klein, ICT-manager and with Formido, says, “Moving to paperless billing has saved us a sizable amount of money with administration and postal costs. The franchisees were also pleased with this as they don’t have to deal with the invoice paper trail anymore.” The application archives the invoices so they are always available for franchise owners to access via their in-store IT systems.

Project Highlights

- Uniface Challenge goes global
 - March 22nd & 23rd



Project Highlights

- PartnersUnited

[Home](#) » [Uniface](#) »

PartnersUnited Program

Welcome to the winning team!



PartnersUnited is our best-in-class program for Uniface — also known as Value Added Resellers (VARs), C build, deploy, maintain and manage packed business customers, PartnersUnited is for you.

Whether you're a new partner or an established one, we're here to help you find new growth opportunities for your innovative end-to-end solutions for your clients. We can help you reach into more markets, and into high-growth technical areas and mobile.

"On behalf of Compuware Uniface, I'm delighted to welcome you to the program. After finding out all we have to offer, you'll decide to team up with us, benefiting from the strengths and resources that have made us a leader in the industry."

[Home](#) » [Uniface](#) » [Partners](#) »

Find a Uniface Application Partner



Aurion
POWERING PERFORMANCE

MIRO
TECHNOLOGIES

TRIBAL

NTT DATA
Global IT Innovator

MIDLAND HR
CREATING VALUE THROUGH OUR PEOPLE

Rareon
WE MANAGE IT FOR YOU

AKDB

vision4health
we care for IT

idox
One company. Infinite possibilities.

logica

Put the Power of Compuware Uniface behind Your Business

Project Highlights

- What is Uniface?



2 Productivity

Achieve more with less, with one of the most productive enterprise application development tools in the industry

“I’d rather maintain 100 lines of Uniface code than 1000 lines of other code to support the same functionality.”
Hans Bloemendaal, CPO

3 Enterprise Scalability

Adapt quickly and effectively with proven scalability trusted by enterprises around the globe

“Westpac Equities Division uses Uniface for their Margin Lending application, a mission critical application managing millions of margin loans. The productivity of Uniface has proven to be a cost effective solution, enabling us to continually enhance one of Westpac’s flagship applications.”
Kevin Kok,
Westpac Equities Division.

7 Collaboration for Results

Capitalize on the expertise, best practices and methodologies deliver

What's next

- Video “How to”
- Communication with infographics
- Content for new releases
- Events—16 from now until June
- Uniface blog



Thank you!

Find us @:



Compuware
UNIFACE®
Development for the Cloud