Rocket

Uniface Community Face to Face

Vinnie Smith

Agenda

1   **Introductions**

2   **Rocket and Uniface**

3   **Uniface Modernization and Go-to Market**

Speaker

Vinnie Smith

Vice President, Application Modernization BU

Fast Facts

- Began career in Application Development

- 36 years working with MultiValue applications, Partners and Products

- Based in Denver, Colorado

- Global R&D team supporting Rocket AppMod BU

- Delighted to have Uniface join the team

Modernizing the world's biggest customers

2,500+
Rocketeers

1,800+
Software Engineers

13
Global Offices

400+
Partners

25,000+
Customers

Markets Served

Finance · Government · Retail · Manufacturing

Machinery · Chemicals · Healthcare · Insurance

Technology · Consulting · Transportation · Education

The World's Biggest Companies Run On Rocket

Corporations
46 of the top **50**
Fortune 50

Commercial Banks
10 of the top **10**
Fortune 500

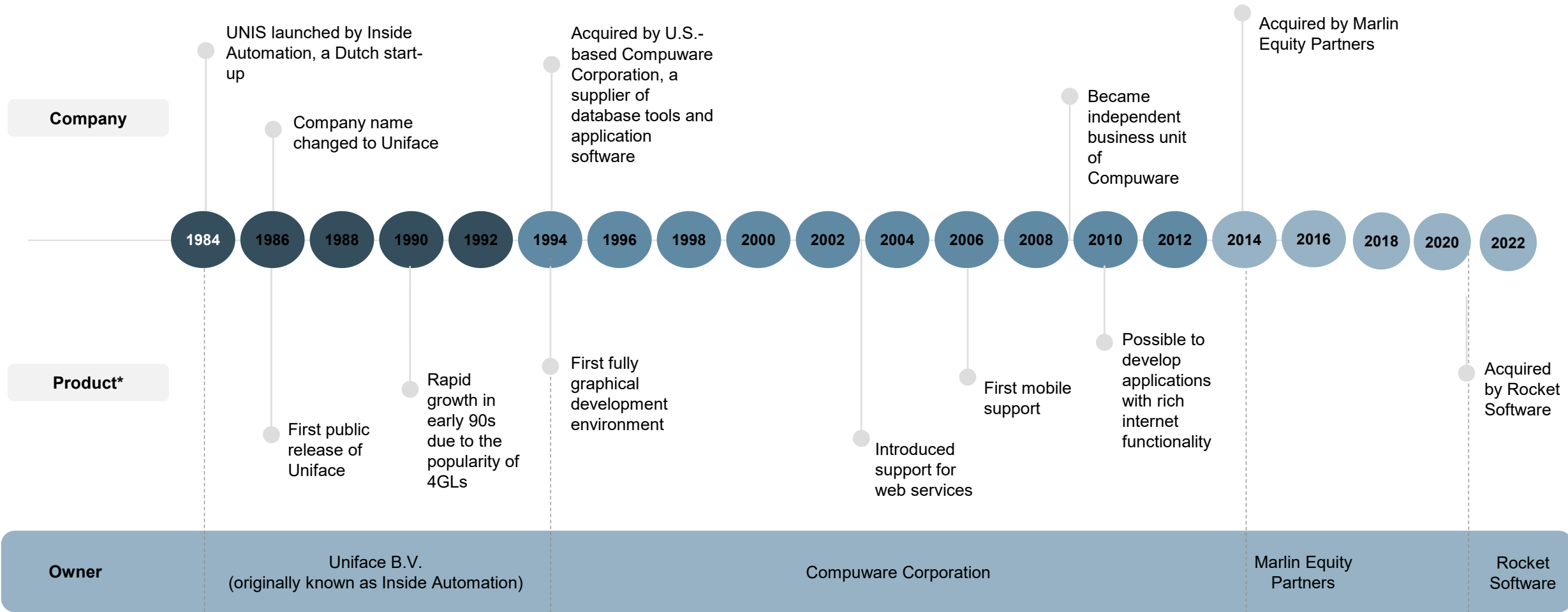**Healthcare Companies**
10 of the top **10**
Fortune 500

Aerospace & Defense
9 of the top **10**
Fortune 500

Discount & Department Stores
7 of the top **10**
Forbes Global 2000

Car & Truck Manufacturers
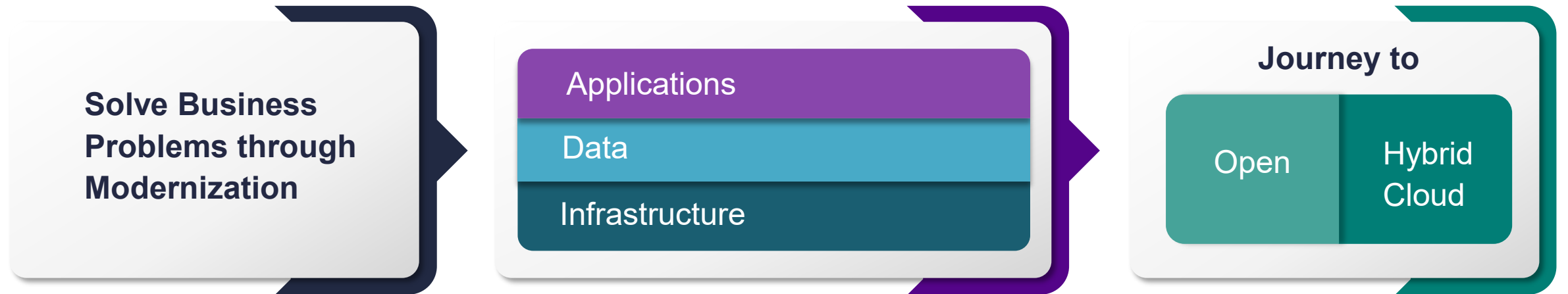**8** of the top **10**
Forbes Global 2000

Uniface History

Company

- UNIS launched by Inside Automation, a Dutch start-up
- Company name changed to Uniface
- Acquired by U.S.-based Compuware Corporation, a supplier of database tools and application software
- Became independent business unit of Compuware
- Acquired by Marlin Equity Partners

Product*

- First public release of Uniface
- Rapid growth in early 90s due to the popularity of 4GLs
- First fully graphical development environment
- Introduced support for web services
- First mobile support
- Possible to develop applications with rich internet functionality
- Acquired by Rocket Software

Timeline: 1984 1986 1988 1990 1992 1994 1996 1998 2000 2002 2004 2006 2008 2010 2012 2014 2016 2018 2020 2022

Owner

| Uniface B.V. (originally known as Inside Automation) | Compuware Corporation | Marlin Equity Partners | Rocket Software |

Rocket's strategy aligns to your challenges

Customer Challenges

Accelerating Business Demands	Increasing Complexity	Inaccessible Data	Scarcity of Required Technical Staff	Increasing Regulations	Increasing Costs	Constrained Budgets

Accelerate Modernization

Solve Business Problems through Modernization

Applications

Data

Infrastructure

Journey to

Open | Hybrid Cloud

Supporting Uniface Retention and Growth

Product Development

- Agile Development
- Robust Roadmap
- Modernization via web framework and Cloud Deployment

Go-to-Market

- Ongoing Strategic Planning
- Product Launches
- Messaging / Positioning

Customer Impact

Increased Retention	Increased Revenue

Required Expertise for Go-to-Market

Knowledge of Product Portfolio	Persona Profile	Field Relations	Working with field marketing	Customer Pain Points	Field & Partner Enablement	Competitive Landscape

Driving Sustainable Uniface Growth
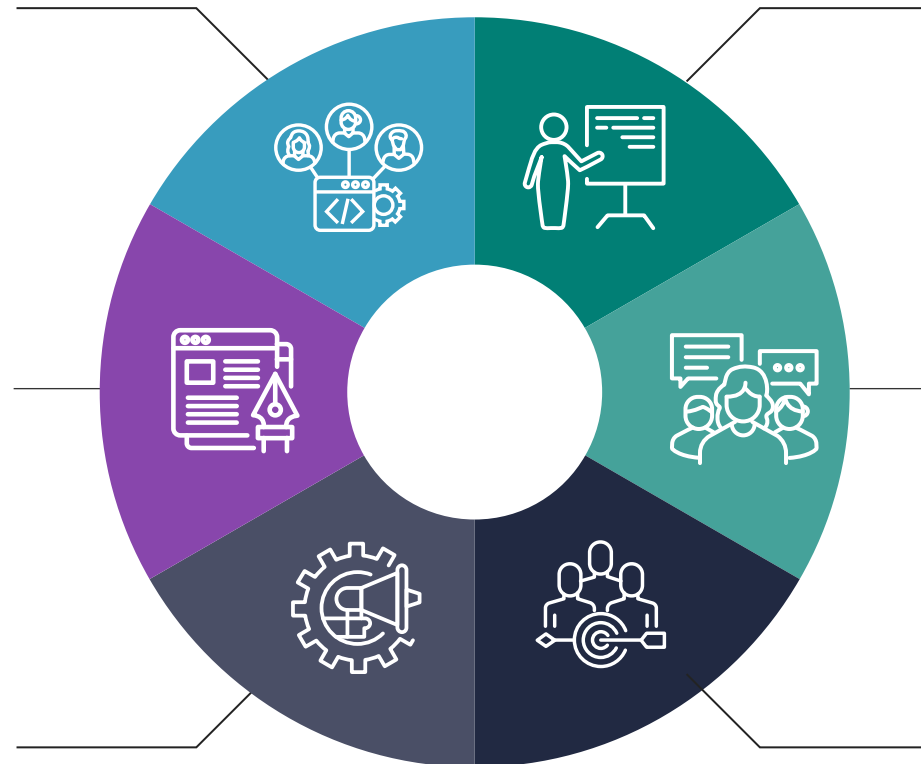
Virtual User Group

- >150 attendees
- Docker/Exceptions
- Rich discussion

Analyst Blog

- Bloor Research
- …" I attended a **Uniface Virtual User Group** Webinar a few days ago and I was impressed."

Customer Communication

- Product enhancement announcement for 10.4.02
- First in ~2 years

Follow-On Virtual Workshops

- Docker/Exceptions
- **Surpassed capacity AND included Bloor research analyst**
- Additional workshops added

Paris User Group

- Success!
- 20+ customers and partners
- *"Congratulations for organizing this event. It was really **perfect: professional & friendly!**"*

Marketing Assets

- Website update to drive engagement
- New collateral
- Case studies