

Ivory CASE STUDY

Leading German sports car manufacturer allows customers to customize their dream car online, and creates engaging customer experience with GT Software's Integration/Orchestration Solution.



One of the world's best known brands in luxury, performance sports cars, abides by a corporate goal to actively seek and stretch boundaries for continual improvement. This guiding principle doesn't stop with their manufacturing; in fact, their race-inspired philosophy "maximum output from minimum input" transcends into their internal operations as well.

CHALLENGE

Needed Web access to its mainframe-based, vehicle manufacturing specification and configuration system

In an effort to drive the customer experience, the manufacturer wanted to give its prospective buyers the ability to conveniently custom design and interact online with the newest sports car model — in hopes that they would love their creation enough to purchase the custom-designed vehicle.

To accomplish this, the design tool had to interact with the manufacturing and inventory systems, which proved to be challenging since the interface was based on the IBM® OS/2® operating system with 3270 green screens.

The sports car manufacturer considered a few replacement options:

- Connect to a Windows® GUI with IBM WebSphere®, but the license fees and maintenance proved to be too cost prohibitive for their budget.
- Replace the 3270 interface and continue using the present business logic, but this proved too complex and intricate to implement.
- Develop a Java® GUI combined with an enterprise application integration; however, this alternative did not conform to corporate guidelines.

In their strive to "maximize output from minimum input," the car manufacturer turned to GT Software and its Ivory® Service Architect™ to publish the business logic residing on the mainframe, (CICS with COBOL and DB2) as Web services.

CLIENT

Leading luxury sports car manufacturer

INDUSTRY

Automotive

HQ

Stuttgart, Germany

CHALLENGE

Need to replace and web enable 3270-based vehicle specification and configuration system

SOLUTION

Integration/Orchestration Solution

“Ivory Service Architect was the only product that had the capability to publish the business logic present on the mainframe (CICS with COBOL and DB2) as web services while controlling software license fees. This solution fulfilled all defined project guidelines, budget and time constraints.”

Executive Project Manager

SOLUTION

Meeting the Client's Vehicle Specifications

Because the solution would require no additional processing capacity on the mainframe, Ivory Service Architect promised to meet the stringent costs requirements of the project and provided the most efficient solution within the desired time frame.

GT Software's Ivory Service Architect acts as the Web services interpreter and the communication interface between the business applications on the mainframe and the published Web services. The installation of the solution took approximately three hours, an average install. And because no programming is required, it generally takes less than one day to develop a Web service, publish it and utilize it.

RESULTS

- **Improved access of information via the Web with no required coding**

As promised, GT Software's Ivory Service Architect enabled the manufacturer's developers to extend access to mainframe applications, data and processes using Web services without creating or changing any code, or requiring additional processing usage. It also seamlessly integrated all mainframe assets, regardless of their underlying platforms, languages and data formats.

- **Secure, accurate, bi-directional, mainframe data access**

The solution provides a means of securely transferring (RACF, SSL, ATTLS, etc.), information without compromising critical competitive information making it readily accessible for use in meetings, in other applications, and in the production process. Plus for transferring real-time data in and out of the mainframe — Ivory Service Architect's Web service connection to SAP turned out to be the manufacturer's best method.

- **Customer experience is interactive and real-time**

To provide customers with the interactive experience to configure their custom dream car required approximately 70 Web services, accessing approximately 350 back-end operations. These include the SOP (start of production) of a new car model and the actual-theoretical comparison of the state of construction documentation (which includes the car configuration, the compilation of material lists, the construction reference model and the same parts management and the storage of images). A complicated feat now easily accomplished with GT Software's Ivory Service Architect.



No additional MIPS required for processing – saves money



Less than **1 day** to develop, publish and use web service



No additional mainframe personnel necessary



No programming required



Secure transfer of information makes it readily available across the organization and for other applications

“Does this sound too good to be true? Building Web services without weeks of training, support, and debugging? Surprisingly, it was exactly like this.”

Executive Project Manager

For over 30 years, GT Software has helped enterprise organizations unify business information across platforms, data formats and programming languages — including the “hard to access” mainframe. More than 2,500 organizations across the globe trust GT Software to help them improve business intelligence, workforce productivity and customer experience.