

# SPORTS CAR MANUFACTURER LETS CUSTOMERS CUSTOMIZE THEIR DREAM CAR ONLINE WITH IVORY SERVICE ARCHITECT.

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.

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.



#### CLIENT

Leading luxury sports car manufacturer



#### INDUSTRY

Automotive



#### CHALLENGE

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



#### ISA

#### SOLUTION

GT Software's  
Ivory® Service Architect™

## CHALLENGE

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 z/OS 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 APIs.

## SOLUTION

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 interpreter and the communication interface between the business applications on the mainframe and the APIs. The installation of the solution took approximately three hours, an average install. Because no programming is required, it generally takes less than one day to develop, publish and utilize APIs.

## RESULTS

As promised, GT Software's Ivory Service Architect enabled the manufacturer's developers to extend access to mainframe applications, data and processes using APIs 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.

[www.gtsoftware.com](http://www.gtsoftware.com)



“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 APIs, while controlling software license fees. This solution fulfilled all defined project guidelines, budget and time constraints.”

*-Executive Project Manager*

The solution provides a means of securely transferring (RACF, SSL, ATT-LS, 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 API connection to SAP turned out to be the manufacturer’s best method.

To provide customers with the interactive experience to configure their custom dream car required approximately 70 APIs, accessing approximately 350 back-end operations. These include the 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.

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

*-Executive Project Manager*



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



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



**No additional mainframe personnel necessary**



**No additional MIPS required for processing—saves money**



**No programming required**

#### ABOUT

GT Software ([www.gtsoftware.com](http://www.gtsoftware.com)) turns yesterday’s legacy systems into tomorrow’s leading edge applications. Its solutions help organizations extend the value of their IT investments through agile development and standards-based APIs, which improves workflow and enhances operational efficiency. Masters of application modernization and a global distributor of the Fujitsu NetCOBOL compiler, GT Software’s proven solutions power mainframe integration with today’s technologies. Currently, more than 2,500 organizations globally trust GT Software’s solutions to ensure they are able to drive forward innovation that improves customer experiences, increases operational efficiency, and generates revenue.



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