



# LEVERAGING YOUR SYSTEMS OF RECORD FOR RAPID APPLICATION DEVELOPMENT

## INTRODUCTION

### TRANSFORMING THE CUSTOMER EXPERIENCE

Companies across every industry are using software applications to improve business results by reaching, serving and interacting with customers based on their preferences—anywhere, anytime, with any device. These external applications are the magic that powers your brand and brings the customer experience to life. Typically they are mobile or web applications that aggregate information from multiple sources to help customers identify and take the most appropriate action at the precise moment needed during their journey of discovery, purchase or service request. Not only do these multichannel revenue engines provide contextual support for customers while differentiating the business and driving innovation, they provide the foundation for building a sense-and-respond infrastructure.

In this new age of the customer, this ecosystem of external applications must evolve at the same rapid and continuous pace as customer expectations, competitors and market conditions [as shown in Figure 1]. If it fails the customer at any point along the way, their experience—and your brand—suffers. So it becomes essential for every organization to modernize and transform its customer engagement platform to be easily integrated with other systems, helping customers make the right decisions and ensuring an optimal experience.

### EVOLVING YOUR EXISTING SYSTEM OF RECORDS

How your customers engage with your organization is dependent on your system of record (SOR), the definitive source that stores customers' transaction history and other businesses processes. SORs, such as IBM CICS, SAP R/3 or MFG/Pro, have been around for a long time and aren't going away anytime soon. To deliver on the promise of context and further enrich customer interactions, it's important to fully leverage these systems. As your "single source of the truth," they have many robust characteristics in that they provide secure access via APIs, are highly stable, trusted, and resilient. The downside? They are often big and brittle, complex and monolithic, and as a result, hard to evolve.

### TODAY'S CUSTOMER-FACING SYSTEMS NEED TO BE:

- ▶ **Responsive.** Delivering essential content quickly
- ▶ **Scalable.** Using cloud-based computing resources, so that services like caching, access and delivery can be rapidly scaled
- ▶ **Individualized.** Enabling customers to trade information for convenience through software features and predictive analytics that anticipate and deliver individual preferences

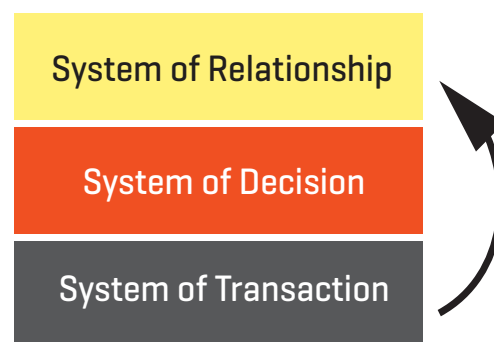


Figure 1. Enterprise Systems Are Evolving

## EMBRACING NEW WAYS TO DIFFERENTIATE

In an increasingly competitive and fluid marketplace, quick and easy differentiation of products, services and customer interaction is essential to improving both top- and bottom-line results. An inflexible SOR can make this a challenging business objective. However, IT can play a major role in this area by providing a responsive, agile application development and more automated deployment environment that enables continuous innovation and allows for competitive differentiation. This automation layer allows you to obtain intelligence about customers from their mobile devices, laptops and transaction databases and then analyze, aggregate and enrich processes around connected products or infrastructure.

## ACHIEVING GREATER AGILITY THROUGH THE CLOUD

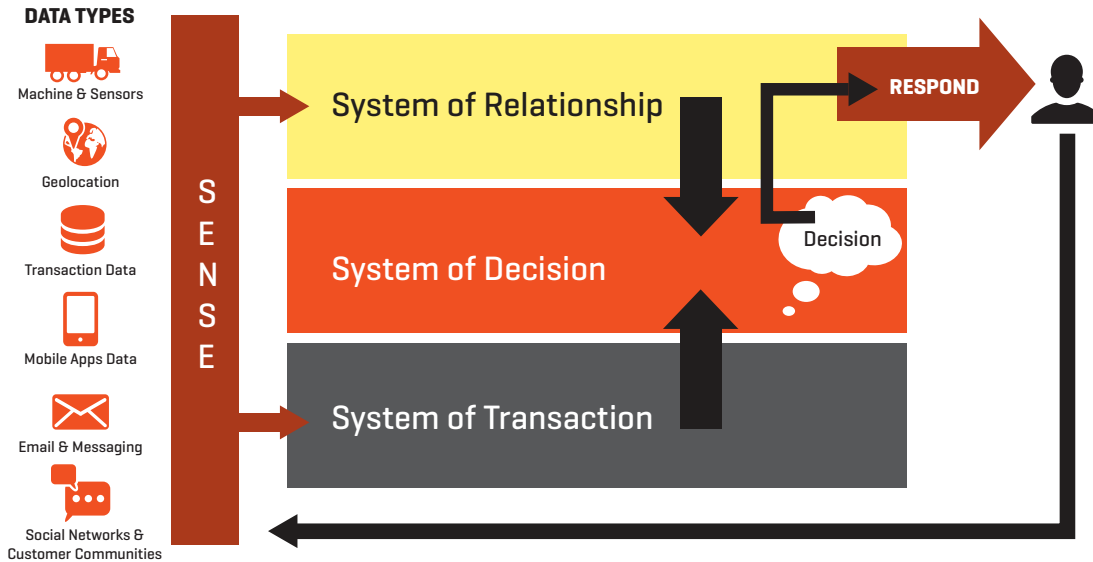
To achieve differentiation demands greater agility from a model-driven, cloud-based rapid application development platform such as a Platform as a Service [PaaS]. Using industry-standard protocols and formats—typically REST/JSON—a PaaS offers an API-centric approach and exposes your business processes and data, and enables full read/write access. As a result, a PaaS allows you to easily tap into and get the most value from your existing SOR so that you can build a layer of differentiation.

A best-in-class PaaS enables you to differentiate by:

- ▶ **Meeting the increasing demand for mobile apps.** The demand for mobile apps is a hot area where it makes sense to leverage existing systems to provide updates as well as innovative new products and services to any device, anywhere, anytime. Differentiation powered by a PaaS can be leveraged to support this kind of business innovation. For example, with a mobile application project, you can quickly deliver existing web-based applications while easily iterating, innovating and making adjustments as needed. Once they have traction, mobile-oriented products can be continuously refined. This ease of use speeds adoption for mobile from ideation to delivery in days.
- ▶ **Tapping into your talent.** Application development is extending beyond the traditional, highly trained developer with vast coding expertise and training in traditional programming languages. Today's IT environment must also offer an easy-to-use "self-service" GUI that allows for rapid application development and deployment that exploits your existing talent pool, including business users. A point-and-click, drag-and-drop GUI that guides developers of every level through a model-driven—or "building block"—approach to rapidly build enterprise business applications that are quickly ready to deploy and easy to manage.
- ▶ **Driving decisions with data.** Business applications are increasingly data driven with requirements to persist not only application-specific data, but to also quickly and easily connect to data sources both in the cloud (public, private or hybrid) and on-premise. A PaaS offers you a way to tightly integrate and quickly "snap in" new data sources with your application without the need for programming.

## PROGRESS® PACIFIC™ PAAS FOR THE BEST IN CLASS ENTERPRISE

The speed and agility in application development and deployment that a PaaS provides will be essential characteristics for the best-in-class enterprise to get ahead and stay ahead in the marketplace. A PaaS also sets the foundation for building an interconnected system of relationships that lets an organization sense and respond to customers in real time [as shown in Figure 2].



**Figure 2.** Systems of Record (or Transaction) need the ability to evolve to become part of a sense-and-respond infrastructure.

## SUMMARY

Progress Pacific is a modern PaaS that enables the rapid creation and deployment of powerful, data-driven business applications with minimal coding by using point-and-click, drag-and-drop tools in a web browser.

This high-productivity platform is designed to help global enterprises of every size to rapidly build powerful, data-driven web and mobile applications.

To build systems of differentiation and drive innovation, Pacific PaaS offers a single, unified cloud-based platform that helps you get the most of your SOR data and processes by:

- ▶ Delivering enterprise rapid application development with Progress Rollbase, including leading-edge mobile app development
- ▶ Providing industry-leading data access (in the cloud, on-premise or both) with DataDirect Cloud
- ▶ Enabling implementation of emerging Backend as a Service offerings (such as push notifications)

## FOR MORE INFORMATION

To learn more about how your team can enable the next generation of business applications with PaaS, or to begin evaluating Progress Pacific, visit [progress.com/pacific](http://progress.com/pacific) or call 781-280-4000.



## MACINTOSH RETAIL PAAS CLIENT SUCCESS STORY

**The Scenario:** Macintosh Retail is a global company that needed to accelerate its transformation to cross-channel retailing to compete better in a retail sector where consumer attitudes shift daily. The goal was to enable customers to discover and purchase the same products both online and in retail brick-and-mortar stores. The company needed to do more than simple coordination of offline and online activities; promotions and special offers needed to be instantaneously available across all channels while ensuring consistent customer service.

**The Challenge:** The company needed to get its disparate collection of “best of breed” systems to support cross-retailing, but separate ERP, point of sale (POS), logistics, and web backend systems were not well suited for the instant, efficient management of cross-channel retail capabilities that Macintosh needed. Application integration was too costly and complex,

and rebuilding the ERP was risky to execute.

### **The Solution:**

The Macintosh team worked directly with Progress Software to modernize the company’s ERP solution. Using Progress Rollbase, OpenEdge, OpenEdge BPM and Corticon products, Progress was able to deliver a new ERP solution that modernizes the company’s front end and connects retail outlets and online properties with back-office, customer service and warehouses in real time. This capability is designed to enable a seamless customer experience envisioned in the company’s cross-channel strategy.

### PROGRESS SOFTWARE

Progress Software Corporation (NASDAQ: PRGS) is a global software company that simplifies the development, deployment and management of business applications on-premise or in the cloud, on any platform or device, to any data source, with enhanced performance, minimal IT complexity and low total cost of ownership.

### WORLDWIDE HEADQUARTERS

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