



Micro Focus®

Client/Server Sales Model

Value Statement:

Net Express is THE development environment for building enterprise level client/server-based applications. It provides the tools necessary to build applications that need to take advantage of today's technologies, such as COM, CORBA, and the Web

Target Customer:

Customer should have COBOL somewhere in the environment. If not, selling the value of Net Express will be an uphill battle. Other technologies still will play though, PVCS, DataDirect, AAI and even Revolve in some cases.

*some customers have successfully used Revolve to do Y2K remediation on such languages as Easytrieve and Focus.

If they have some COBOL and are a Visual Basic shop, the message: Use Net Express to leverage the business logic that is locked up inside the COBOL systems.

- Can take COBOL to COM objects.
- Net Express is integrated with Visual Studio.
- Developer can create callable dll's and exe's from the COBOL code that can be accessed by the VB applications.

If the shop WAS COBOL but trying to implement something like JAVA or PowerBuilder, the message: Net Express can give deliver the same solution, in less time, with less expense, and leverage the existing COBOL code and skills within the customer's IT department.

If the shop is JAVA or PowerBuilder and they have some COBOL, the message: Use Net Express to leverage the business logic that is locked up inside the COBOL systems.

- Can take COBOL to COM objects
 - Works with the Java Native Interface (examples available)
 - Supports CORBA through integration of IONA's Orbix product*
- *Must buy this product separately.

Phases to a traditional Client/Server project:

1. Initial meeting
2. Present Drive-By Demo
3. Bring in Consulting manger to help define pilot or "first phase" project.
4. Execute the "first phase" project
5. Rollout to development team that will support the "first phase" project.

6. Repeat steps 3-5 as often as possible.

Initial meeting

- Goal: Leave with Interest in doing a Pilot
- Length: 1 to 1.5 hours
- Keys:
 - Understand customer, and show concerns about their needs
 - Don't show up and throw up. Take the time to ask the customer "What problem can I help you with?"
 - Establish Credibility:
 - Personal
 - The Customer must feel you can help solve their problem
 - Show genuine desire to build a relationship
 - Preparation:
 - Understand their business before you go in Learn about (and qualify) their technical I/T architecture, languages
- Let SE discuss and describe customer environment, languages
- Be prepared to show 10 minute drive-by demo on how our technology can help address their problem
- Talk about how they could possibly apply the technology
- Goal: Have them identify a "First Phase" project.

Use References where appropriate

- Use existing references
 - Size of company
 - Industry
 - Geographic
 - Application, environment
- Encourage prospect to read analyst reports
- Analysts, especially Gartner Group, are *positive* about MERANT Micro Focus

Why Net Express for Client Server?

Net Express has tools built specifically with the COBOL developer in mind. For instance, it is much simpler for the COBOL programmer to understand how to build things like a graphical user interface with Dialog System, a tool within Net Express, than something like Visual Basic. The developer is not forced to learn a new way of coding, new methodologies, etc. The concept of how Dialog System actually works is one that is familiar to them. It is built entirely around the call construct.

Also, the developer is given the tools needed to take incremental steps with the new technologies instead of revolutionary steps. Features such as the COM or CORBA wizard actually walk the programmer through the process of creating a component. The world of object orientation and procedural can be intermixed as needed. The developer can focus on the business issues instead of how to the wrapper needed to tie the code together.

Also, Net Express can be positioned as the graphical development environment for their UNIX based application. Net Express is designed to work in a cooperative fashion with the Server Express product, allowing the developer to work in the GUI and target the UNIX platform.

What Else fits in the C/S world from Merant?

Do not forget that Revolve, PVCS, DataDirect, Sever Express and AAI all play a role in the architecture of a traditional client server application.

Revolve - Analysis

PVCS - SourceCode Management

DataDirect - Access to Data

Server Express - UNIX development environment

AAI - Access to process

A typical Sale

This is a misnomer. There is no typical sale! Each one is unique because the customer problem is unique. In most sales, consulting services can range from 30 to 60 - 70 percent of the sale. The people who are trying to do client server applications vary in skills across the board.

If the customer is well versed in client server development and just wants to tie his Visual Basic application to the COBOL code, his need for consulting will be limited. Mentoring is probably all that they will buy. If they have little to no COBOL skills but do have COBOL code, you might be able to position one of our guys as a resource to help them re-gain their missing COBOL system knowledge.

If the customer has mostly been focused on maintaining existing legacy systems on the mainframe, your deal will be consulting heavy (70%) due to their lack of knowledge in the client server world. How to position this with the customer is simple. The tools allow the developer to focus on the business problem. The issue is not learning the tools, but educating your team on the realities of doing client server based applications. Understanding what makes a good user screen in a graphical mode is a big difference when compared to the green screens of the mainframe.

 **MERANT**

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Our consulting group can help you design your first system and guide you around the pitfalls commonly encountered. This alone will save the customer thousands of dollars. Also, by working with our consultants, your team will gain a greater understanding of what the products are capable of and how to use them, than if it was just installed on their desktop machine and they were handed a book. Such an approach is a receipt for failure.

The Competition

Acucorp
Fujitsu
Computer Associates
IBM
Microsoft
Borland
Symantec
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The world of client server is a very mature market in the number of players. We dominated the COBOL client server market for many years. Acucorp and Fujitsu have some very nice products that are truly competitive. This used to not be true. IBM's Visual Age product team has focused on Java. Their Visual Age COBOL product is usually not much in the way of competition. Those customers, who have used it, usually call us up after a couple of months asking for help. CA's Realia product ceased to be real competition many years ago. Only rarely will it cause you any problems at a customer site.

If the shop is committed to Visual Basic or Java or PowerBuilder, etc, trying to compete with Net Express is a mistake. It turns into a religious debate and you will loose. Instead, focus on the fact that our products are complimentary to these others. You will find this to be an easier sell to say the least. Talk about how they can use Net Express to create COM or CORBA components that can be accessed by their other tools.