

**LANSA**

Why LANSAs?



The information contained in this document represents the current view of LANSA on the issues discussed as of the date of publication. Because LANSA must respond to changing market conditions, it should not be interpreted to be a commitment on the part of LANSA, and LANSA cannot guarantee the accuracy of any information presented after the date of publication.

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**Note:** In October 2000 IBM announced the IBM eServer iSeries. For simplicity both the earlier AS/400 models and the new IBM iSeries are referred to throughout this document as IBM iSeries.



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## Why LANSAs ?

### Overview: Why LANSAs



*We had the initial Casino application web enabled the first day we had LANSAs for the Web. There was little learning curve at all for our developers who had worked with LANSAs before.*

*With no previous Internet skills, it took us less than one week to learn to generate the applications with visual components and with the look we wanted.*

*It takes our average RPG developer about two weeks to get productive with LANSAs.*

Criss Chrestman, Director of Hospitality Development

Inter-American Data, developer of ResNet, an IBM iSeries-based online room reservation system, used at The Riviera Hotel and Casino, Luxor, Circus Circus, Excalibur, Mandalay Bay and Monte Carlo hotel and casinos in Las Vegas, USA

LANSA is the premier application development toolset for business developers for host, client/server and Web computing. LANSAs is the leader in e-business. But to the thousands of LANSAs customers, it is much more than that. LANSAs is your key to competitive advantage. With LANSAs, you regain control over e-business technology turmoil, focus on your business solutions, and leverage your existing investment in people and applications.



Cellular



Java



Palm Pilot



Browser



Windows

## The Business Race



*Figure 1. Windsurfing was recently voted third most popular recreational sport in USA. RPG and Java are popular programming languages. You probably wouldn't choose a windsurfer to transport your business goods! But when you choose to code directly in RPG or Java it is like riding a Windsurfer. You have to carefully jump each new technology wave of disruption.*

All business is in a competitive race for higher revenues, new customers, and market share. Many IBM iSeries customers originally chose the platform because it allowed them to focus on their business objectives. The IBM iSeries's reputation as a low cost of ownership platform was unsurpassed in the world of minicomputers. 5250 applications were relatively simple to design and deploy. RPG was well-suited to commercial applications.

## e-Business Challenge



*Figure 2. Jumping waves on a Windsurfer requires advanced technical skills. Jumping technology waves with RPG or Java requires advanced technical skills, too.*

The simple IBM iSeries world was shattered forever with the arrival of complex Windows client/server computing. Now, in an age of e-business, sites must wrestle with ever increasing technical complexity. There are multiple platforms to integrate including IBM iSeries, Windows, and Unix. There are multiple e-business clients from HTML to Java, Domino and new devices. And the newer the technology the more complex its implementation.

## Drive your Business with LANSAs

When you use LANSAs you regain control over your business's technical direction. LANSAs gives you back the simple in-control feeling you had when you were building IBM iSeries 5250 applications.



*Figure 3. With LANSAs, you focus on & drive your business. LANSAs simplifies the waves of technology complexity like driving a cruiser instead of the complexity of sailing a Windsurfer.*

LANSAs customers gain significant competitive flexibility from 3 key capabilities:

- **LANSAs rapidly extends your existing applications or builds new.**

You capitalize on your existing assets, modernizing them for e-business. And your new LANSAs development is architected for e-business.

LANSAs supports any client from 5250 to Windows to HTML, Java and new device types such as cellular 'phones.

LANSAs is scalable, n-tiered, and delivers high-speed native performance across IBM iSeries, Windows NT and UNIX servers. An often unspoken truth is that many sites still require substantial 5250 development investment. When you build 5250 applications in LANSAs you do so knowing they can be easily redeployed as Windows, HTML or Java applications. Redeploy at the time you choose, maximizing your investment return from your hardware and applications.

- **LANSAs extends your existing development skills to build everything from e-business applications to batch and 5250.**

You capitalize on your existing investment in skilled people that have grown to understand your business best. You focus on your business solution with LANSAs.

LANSAs is a robust, rapid development and maintenance toolset. You build with a single LANSAs skillset. LANSAs's easy, natural approach is easy-to-learn and yet naturally encourages good development disciplines.

With LANSAs, you write less code, and the code is naturally easy-to-read. Reuse is actively encouraged with LANSAs's Component Repository used to centralize business rules and reusable parts for rapid productivity and maintenance.

You can mix and match by creating reusable components in LANSAs and rapidly binding them together with standard Visual Basic or Java scripting languages.



- **LANSA reduces technology complexity, enabling you to thrive on future change.**

You focus on building your business solution. LANSAs not only supports deployment to multiple operating system and database platforms. LANSAs simplifies such complex issues as CGI programming, Java integration with existing applications, and distributed systems partitioning and deployment.

Impressive as they are, these are not the main reason you should consider LANSAs. You should consider LANSAs because LANSAs customers are the proof of LANSAs excellence. Read about the many LANSAs customer success stories in our regular *LANSA Review* magazine and at our Web site (<http://www.lansa.com>). Call and visit LANSAs customers. Witness for yourself their business success with LANSAs. If others, why not you?

### **Modernization Alternatives**

How will you modernize for e-business? LANSAs can complement any of these choices:

- **A standard package**
- **A screen emulator**
- **Domino or IBM WebSphere**
- **RPG, CGI, Java, Visual Basic or C++**
- **Outsource**

Here's how:

- **A standard package?** A package can deliver rapid time to market but it isn't really turnkey. Your competitive edge comes from what makes your business unique. LANSAs complements your choice of package by delivering rapid time to market of your customized solution. With LANSAs you can rapidly customize your chosen package and integrate it with your existing applications. For best results consider one of the many packages written in LANSAs by LANSAs partners. Visit <http://www.lansa.com/solutions/>
- **A screen emulator?** A screen emulator can rapidly transform an existing application but is the application flow and screen design really good enough for all your users? Screen emulation best suits existing expert users. Novice users require friendlier screen design and more event-driven application flow. With LANSAs you have both a screen emulator with NewLook and rapid new development for more advanced requirements.
- **Domino or IBM WebSphere?** Domino is well suited to collaborative workflow and email applications such as sales force automation but IBM prefers and recommends IBM WebSphere as the Web Application Server for transaction-oriented applications such as mission critical order entry. LANSAs integrates with Domino and transforms IBM WebSphere into a rapid development and maintenance platform by automating its raw technical complexity.
- **RPG, CGI, Java, Visual Basic or C++?** You can do anything in these languages but you risk being ambushed by technology changes that force

# LANSA

complete rewrites. With LANSAs, you focus on your business, gaining higher productivity, easier maintenance, and easier adaptation to technology changes. With LANSAs technology independence you can redeploy to new technologies with minimal impact. You can readily integrate your LANSAs application with any of your favorite low-level programs whether RPG, Java, Visual Basic or C++. Your investment is leveraged by LANSAs.

- **Outsource?** Outsourcing can accelerate initial time to market by gaining ready access to skills. There are a growing number of service providers specializing in LANSAs development. The benefits of outsourcing are multiplied when the service organization uses LANSAs. LANSAs gives you rapid development and ease of ongoing maintenance (and Web applications typically must change every 60-90 days to stay competitive).

## IT Challenges to e-Business Success



<http://www.songfiles.com> was developed with LANSA. Without the experts at LANSA we could not have pulled this thing off.

Songfile has 2 million song titles and receives more than 100,000 hits per day. You can purchase CDs, sheet music, license lyrics, and listen to songs.

LANSA developed a prototype site in just 4 weeks. In only 6 more weeks LANSA evolved the prototype site into our live site.

Edward Murphy, President and CEO, Harry Fox Agency  
HFA licenses about 90% of the songs recorded in the USA. The prestigious Smithsonian Institute honored Songfile for innovative use of Information Technology.

What are the e-business application development issues facing IT shops today? A good place to start is by looking at the concerns of the midrange user group COMMON.



### COMMON Top Concerns

COMMON, the midrange user group, surveys its members worldwide annually for their top concerns. Two concerns are consistently at the top of the list:

#### 1. Availability of applications that fulfill business needs.

Driven by e-business re-engineering, respondents reported 51% of existing applications require replacement within 5 years. More and more sites (currently 65%) are developing in-house or modifying purchased solutions.

The survey results have deep implications for Independent Software Vendors. Vendors aren't keeping up with customer requirements. Indeed, Gartner Group believes that package providers are typically 5 years behind best business practice and the latest technologies.

#### 2. The ability to hire and retain qualified IT professionals.

The high rate of change and increasing complexity of the latest technologies has created a chronic skills shortage. And yet existing employees have detailed knowledge of your business, especially through Y2K work. Knowledge of your business is priceless and impossible to quickly replace. Somehow, existing employees must cope with rising technology complexity.

### IT Challenges

Current IT challenges can be categorized into three broader headings:

#### 1. Accelerate time-to-market

Your development must extend existing applications to new e-business technologies to gain faster time-to-market and deliver a better return on existing investment. But new development will almost certainly be required as an adjunct to extending existing applications. Even when considering tools for extending applications, toolsets must use modern rapid development methods.



## **2. Focus skills on business solutions**

Your existing people have irreplaceable business skills. You have two basic choices when implementing new technologies: hire new staff with technology skills but little to no knowledge of your business or extend the skills of existing staff if this can be achieved in a reasonable timeframe.

## **3. Thrive on future change**

Past monolithic RPG applications have proven difficult to adapt to new technologies such as Windows client/server and e-business. New development should make change an ally instead of an adversary by architecting for change. For example, new development should cater for any user interface clients, any commercial server platforms, and be dynamically partitionable across platforms. Otherwise, the technology lock-in of past development will be repeated.

### **IT Impact on Business**

According to USA-based consultant A.T. Kearney, business leaders recognize that IT investments are essential to corporate competitiveness. In their survey of 300 CEOs, 90 percent said IT is "essential in every way" or "very important" to their firm's future success and 33 percent cited the use of new technologies as their top critical success factor.

Nearly 60 percent said the main consequence of not keeping pace in IT is the loss of competitive advantage, with 13 percent saying the main consequence would be bankruptcy.

With LANSA, you initiate the rapid change that destroys your competition. You are freed to run your business. You don't lose time trying to run a technical research institute instead.

How critical is IT productivity and adaptability to your business?