# OpenEdge Business Development Platform

Delivering Transformative Apps

# Table of Contents

**✳ PROGRESS**

# The Foundation of Digital Business

You need your business applications to adapt to changing customer demands, regulatory constraints and market conditions. They need to be highly scalable and up and running 24x7; but now you face a new and challenging business imperative. Your applications must support the customer engagement model and provide an optimal customer experience in order to be productive and competitive.
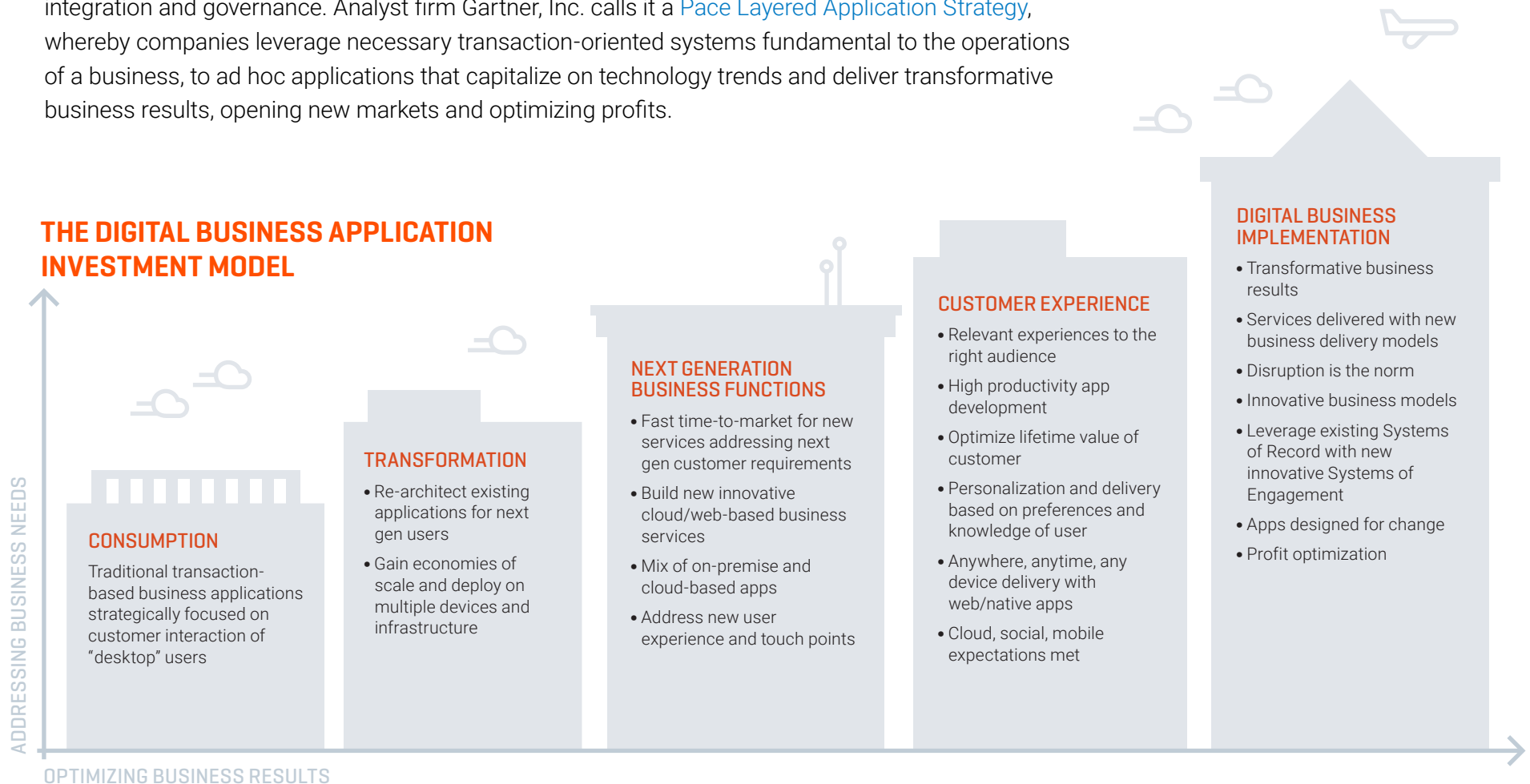
Constantly innovating and staying ahead of trends like **mobile, cloud, analytics, business rules and SaaS** can be financially and resource intensive. That's why you need an adaptable application development platform that can continuously meet your needs and accommodate the ever-changing business landscape.

PROGRESS
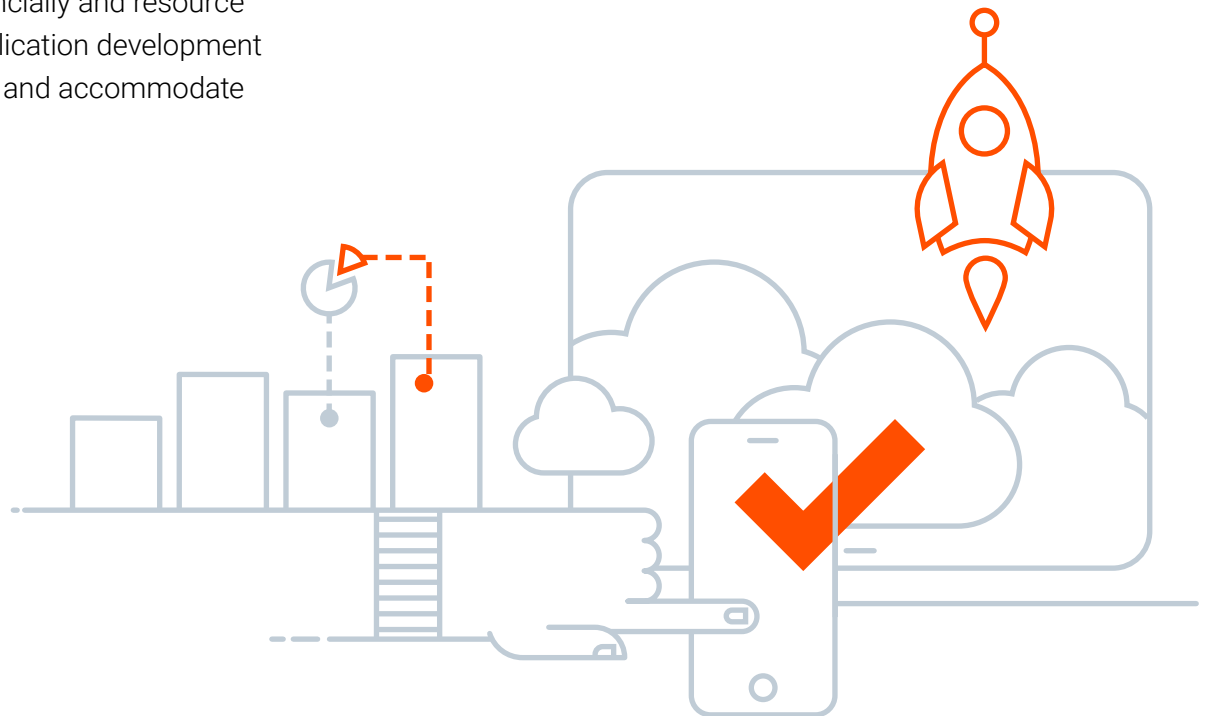
# Capture Business Opportunities in the Digital Age

Succeeding in today's digital economy requires making a strategic and business investment in an application portfolio strategy that delivers faster response and better ROI while preserving integrity, integration and governance. Analyst firm Gartner, Inc. calls it a Pace Layered Application Strategy, whereby companies leverage necessary transaction-oriented systems fundamental to the operations of a business, to ad hoc applications that capitalize on technology trends and deliver transformative business results, opening new markets and optimizing profits.

## THE DIGITAL BUSINESS APPLICATION INVESTMENT MODEL

**ADDRESSING BUSINESS NEEDS**

**OPTIMIZING BUSINESS RESULTS**

### CONSUMPTION

Traditional transaction-based business applications strategically focused on customer interaction of "desktop" users

### TRANSFORMATION

- Re-architect existing applications for next gen users
- Gain economies of scale and deploy on multiple devices and infrastructure

### NEXT GENERATION BUSINESS FUNCTIONS

- Fast time-to-market for new services addressing next gen customer requirements
- Build new innovative cloud/web-based business services
- Mix of on-premise and cloud-based apps
- Address new user experience and touch points

### CUSTOMER EXPERIENCE

- Relevant experiences to the right audience
- High productivity app development
- Optimize lifetime value of customer
- Personalization and delivery based on preferences and knowledge of user
- Anywhere, anytime, any device delivery with web/native apps
- Cloud, social, mobile expectations met

### DIGITAL BUSINESS IMPLEMENTATION

- Transformative business results
- Services delivered with new business delivery models
- Disruption is the norm
- Innovative business models
- Leverage existing Systems of Record with new innovative Systems of Engagement
- Apps designed for change
- Profit optimization

✳ PROGRESS

# OpenEdge Optimizes Business Results

With Progress® OpenEdge® you can build and protect beautiful applications and deploy across any platform and mobile device—on-premise, cloud, or hybrid. It's one of the most flexible, reliable, scalable and affordable application development platforms in the industry, architected for all of your digital business needs.

It takes a wide variety of application types to support a digital business strategy. The OpenEdge Platform approach leverages technology advancements to exceed the expectations of your users, enabling you to deliver high-performing business applications that your users not only need—but want.

In the OpenEdge development portfolio, you will find:

- **Telerik Platform for OpenEdge:** Build great mobile apps directly on top of, and integrated with, existing OpenEdge applications

- **UI/UX:** Create rich UI and improve user adoption, productivity and customer retention with a user-centric approach

- **OpenEdge Business Process Management (BPM):** Make informed decisions, so you can execute process improvements that optimize your business

- **Corticon Rules for OpenEdge:** Make faster decisions by managing the rules that drive your business processes with our high-powered business rules engine

- **OpenEdge Pro2:** Quickly and easily replicate OpenEdge data into a separate OpenEdge, SQL Server or Oracle database without disrupting normal business operations

- **OpenEdge Analytics360:** Gain true business insight with our comprehensive business intelligence and data analytics solution

> Top reasons why partners and customers choose OpenEdge over competing development environments such as IBM, Oracle, Microsoft and Salesforce.com
>
> **NUCLEUS RESEARCH**

1. EASE AND COST OF DEVELOPMENT

2. REDUCED TIME TO DELIVERY

3. PERFORMANCE AND STABILITY

4. BREADTH OF DELIVERY

5. THE OVERALL RELATIONSHIP WITH PROGRESS

**✳ PROGRESS**

# Powering 50,000 Businesses Worldwide

Progress OpenEdge supports everyday products and services—from the food you eat and the soda you drink, to the bank you rely on and the car you drive. Built for any industry, OpenEdge is used by some of the most successful companies in the world—large and small. From PepsiCo Russia, to Dollar Rent-a-Car to tea marketer Twinings, today over 6,000 applications have been built on the Progress OpenEdge platform by our application partners, powering over 50,000 businesses worldwide. Here are just a few:

APERO SOLUTIONS

HABITAT FOR HUMANITY

DOLLAR RENT-A-CAR

TWININGS

BRODER BROS

COMMON MARKET

HEATH VILLAGE

SRS DISTRIBUTION

BRENNTAG LATIN AMERICA

PWC SWEDEN

PEPSICO RUSSIA

MAMZEL

COECK

TELEMATEL

AUTOMATE

INTERNATIONAL ENERGY SERVICES

STERLAND COMPUTING

SOUTH EAST WATER

PROGRESS

# Apero Solutions

For more than 25 years, Apero Solutions has relied on Progress OpenEdge to power its Latitude ERP software, a leading solution that controls business processes for wholesale distribution businesses. The character-based app was trusted and respected by users, but many were clamoring for modernized features like an advanced GUI and mobile connectivity.

Apero modernized the Latitude suite to a service orientation with OpenEdge, providing customers a rich experience, connectivity with virtually any device and software, and internally is enjoying the benefits of development cycles for new modules sped up from 6x to 10x.

## The Power of Progress OpenEdge

- Apero successfully launched SalesXpress, a mobile app that accesses the Latitude suite

- Apero quickly integrated Latitude to a new Web store, answering the calls of its customers

- With connectivity to virtually any device or software, new modules and custom integrations can be built in record time

"Our goal was to modernize the product with a new user interface. But in reality, we were trying to do much more than that. We needed to future proof our core Progress OpenEdge-based system. We only wanted to do the modernization once in this decade."

**Sophy Nathanall**
**CEO, Apero Solutions**

✳ **PROGRESS**

# Common Market

The gap between the farm and the consumer has continued to widen, particularly in cities. Six years ago, Common Market created an infrastructure to connect schools, hospitals and groceries to good food grown by local sustainable farmers.

Common Market automated its entire operation using a cloud-based food management system running on OpenEdge. Today, the Progress OpenEdge system runs purchasing, pricing, invoicing, inventory management and real-time sales reporting.

**The Power of Progress OpenEdge**

- Common Market has grown its business 20-fold, with sales growing at an annual rate of 57%

- OpenEdge meets Common Market's high standards for transparency and traceability across operations

"Our sales grew from $100,000 in 2008 to $1,700,000 in 2013. That's an average annual growth rate of 57% over six years. It would have been impossible to realize this level of growth without ... Progress OpenEdge."

**Tatiana Garcia-Granados**
**Co-founder, Common Market**

✳ PROGRESS

# PepsiCo Russia

PepsiCo's broad range of food and beverage products can be found in 98% of the retail outlets across Russia. Today, the company's Progress OpenEdge-based business applications are helping maintain its position as the #1 beverage brand.

OpenEdge powers a number of systems, including the most mission-critical system, Pepsi Sales & Distribution (PS&D). PS&D is a modern system used by 1,700 people that handles all sales, dispatch, A/R and warehouse management administration.

**The Power of Progress OpenEdge**

- PepsiCo Russia is optimizing its sales execution, service, merchandising and operations

- Open architecture has enabled successful integration with third-party systems

- OpenEdge has continuously delivered high performance, reliability and low total cost of ownership

"PepsiCo has never experienced a critical incident with Progress OpenEdge that resulted in data loss...We are really satisfied with the quality of the Progress OpenEdge development and deployment platform."

**Leonid Mironov**
**Business Solutions Delivery, Manager, PepsiCo Russia**

✳ PROGRESS

# SRS Distribution

SRS Distribution is one of the leading networks of independent roofing distributors in the U.S. It maintains its leadership position primarily through acquisition. Powering the company's growth is its OpenEdge-based Agility SaaS ERP system.

Scaling from eight locations to 107 locations across 35 states in just six years, its Agility SaaS system allows the company to complete an acquisition and have a new business up and running in three days, versus the typical one month with competitive solutions—that's 75% faster.

**The Power of Progress OpenEdge**

- With the scalability of OpenEdge and the rapid onboarding process for new acquisitions OpenEdge affords, SRS has scaled its business by a factor of 14 in just six years

- Flexible SaaS model eliminates server maintenance, backup worries and other issues typical to on-premise solutions

- Agility SaaS solution enables SRS to beat its competition, rapidly taking advantage of new opportunities and markets

"With the help of Agility and OpenEdge, we can do in three days what it takes our competitors at least one month to do. That translates into a significant competitive advantage for us."

**Sonya Wells**
**Vice President and Corporate Director of Information Services, SRS Distribution**

**✳ PROGRESS**

# Heath Village

Heath Village, a premier New Jersey retirement community spread over 100 acres, is continuously seeking ways to increase sales and improve employee productivity. That's why it selected a CARDWATCH point-of-sales (POS) system, built on Progress OpenEdge, to track and manage sales in its formal dining room, café, gift shop and salon.

By automating the POS process, Heath Village has increased sales by 25% and significantly improved employee productivity by automating 15,000 transactions a month that were once performed manually.

**The Power of Progress OpenEdge**

- POS system up and running in six days, including all admin training

- By capturing 25% more meals, Heath Village has realized a $150,000 increase in sales

- With complete visibility into what sells, inventory management has dramatically improved

"The ability to leverage our existing investment in Progress OpenEdge while having the flexibility to innovate our technology has saved us significant time and costs and enabled us to maintain a competitive edge."

**Gary McMullen
President and Founder, CARDWATCH**

✳ PROGRESS

# Telematel

Based in Spain, Telematel, S.L. provides business management applications to more than 2,300 customers across Spain and Mexico. For more than 25 years, it has relied on Progress OpenEdge to power its ERP solutions.

In response to rapidly changing customer requirements, Telematel recently upgraded to OpenEdge 11, modernized its apps and developed mobile, SaaS and cloud solutions.

**The Power of Progress OpenEdge**

- Accelerated time to market by about 30%; needing less than one month to move existing apps to the cloud

- OpenEdge multi-tenancy now provides customers with an additional layer of security

- Flexibility of the OpenEdge ABL and easy integration with third-party apps readily allows Telematel to meet the diverse needs of its customers

"The flexibility of Progress OpenEdge accelerates our time to market by approximately 30%, which is a huge competitive advantage. And OpenEdge delivers a considerably lower total cost of ownership."

**Xavier Fericle**
**General Manager, Telematel**

✳ **PROGRESS**

# Need a Hand Delivering Transformative Apps?

Today's digital economy promises to usher in an unprecedented convergence of people, business and things that disrupts existing business models and creates new revenue opportunities. The transition will not always be easy, but having the right technology and expertise at hand will help you meet these new business imperatives.

Whether you want to take advantage of the latest OpenEdge features and functionality to enhance performance, strengthen security or modernize your applications and explore the possibilities of SaaS, cloud and mobility, Progress Consulting Services can get you there.

In addition, the Progress OpenEdge Modernization Framework is designed specifically to modernize OpenEdge solutions to deliver transformative digital business apps. The Modernization Framework takes an iterative approach to modernization projects. We work side by

side with you to determine business and technical needs, and what architecture and technology best suits your objectives to transform your apps for the digital age.

Transforming into a digital business doesn't happen overnight. It starts with thinking about where your business is today, and where you want it to be tomorrow.

The world keeps changing. You cannot afford to sit still. Progress can help.

**Get started today**

74% of surveyed IT organizations who selected Progress for OpenEdge services, tuning, or consulting report a very strong or better return on investment regarding their engagement.

Source: TechValidate

**✳ PROGRESS**

# About Progress

Progress (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. Progress can be reached at www.progress.com or 1-781-280-4000.

**ADDITIONAL RESOURCES**

Progress Corporate Blog

Follow Progress on Twitter, Facebook, LinkedIn and Google+

**WORLDWIDE HEADQUARTERS**

Progress, 14 Oak Park, Bedford, MA 01730 USA  Tel: +1 781 280-4000  Fax: +1 781 280-4095

On the Web at: www.progress.com

Find us on  ⓕ facebook.com/progresssw  ⓣ twitter.com/progresssw  ▶ youtube.com/progresssw

For regional international office locations and contact information, please go to www.progress.com/worldwide