



PARTNERS IN SUCCESS

Fast Facts:

- A software company specializing in publishing software
- Based in Münster, Germany
- Founded in 1977
- Clients: 20 publishers from across Germany, customers in other industries
- www.efg-software.de

Application:

- VISyWIN – Publishing house information system for Windows

Business Needs:

- Windows look and feel
- Portability

New Environment:

- ACUCOBOL-GT®
- Acu4GL®
- AcuServer®
- AcuConnect® Thin Client
- Operating systems: Windows, UNIX, Linux

Previous Environment:

- DINOS COBOL
- SPlI

“Good News, Thanks to Acucorp’s Technologies”

“Acucorp products have given us a sure and reliable means of handling our publishing software.”

—*Helmut Eifrig,
Acting Partner, EFG Software GmbH*

BUSINESS ISSUE

When reading the morning paper, most of us have no idea what complex processes take place backstage to produce the news in “black and white.” For nearly 25 years, EFG has been supplying the foundation for these processes with its VISyWIN publishing house information system. VISyWIN contains modules for all the business management requirements that arise in a publishing house—from delivery route planning to advertising and insert management, and from marketing and reimbursement to editorial contributions. Approximately 20 newspaper publishers, represented at over 200 sites across Germany, currently use the software. In order to achieve this level of success, EFG had to adapt itself to increasingly stringent customer requirements. A Windows-like user interface, as well as a greater degree of platform independence and integration with relational databases was needed to retain the company’s competitive edge.

SOLUTION

VISyWIN consists of roughly 850 ACUCOBOL-GT programs (each averaging 2,000 lines of code), 150 ACUCOBOL-GT sub-programs, two DLLs, ActiveX control components for embedding business intelligence, and printer functionalities for creating PDFs. ACUCOBOL-GT’s ability to interoperate with other programming languages, such as Visual Basic and C, made this solution possible. Using Acucorp’s patented COBOL-to-RDBMS interface, Acu4GL, EFG was able to link its application to relational databases. Acucorp’s Thin Client technology allowed the application to reside on the server with

only the user interface portion running on the user’s machine. This permitted the company to significantly reduce the strain on the network.

BENEFITS

“In addition to ACUCOBOL-GT’s stability, Acucorp’s flexibility and short response times are the main reasons for our long-standing business relationship. We are a relatively small business with a high degree of flexibility and a committed staff, who communicates directly with our customers,” says Eifrig. “So we wanted to find a partner with the same capabilities for this sensitive area.”

According to Eifrig, choosing Acucorp has secured their company’s years of investment in COBOL for the future. Acucorp’s *extend*® technologies make it possible for EFG to take advantage of all types of data management solutions, while securing platform flexibility for the long term. Ultimately, it was the standard-setting graphical user interface—especially important in the visually demanding newspaper business—that made the pendulum at EFG swing in favor of Acucorp. Because of Acucorp, EFT has been able to create and expand one of the most current publishing house systems in Germany. The Windows look and feel of VISyWIN made it both competitive and successful.

FUTURE PLANS

“Because Acucorp offers enhancements and interoperability, as well as new products, EFG’s customers are kept technically up-to-date and flexible in their individual requirements,” explains Eifrig. For the near future EFG plans to include .NET control elements and Java integration.

The new face of COBOL®

ACUCORP®

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