



virtel CASE STUDY



PSA Peugeot Citroën chose Virtel to **web-enable a mainframe application with record ROI**

THE CUSTOMER

PSA Peugeot Citroën is a French manufacturer of automobiles and motorcycles sold under the Peugeot, Citroën and DS brands. PSA, with 2.9 million units produced per year, is the second largest European automaker, and the ninth largest in the world.

THE CHALLENGE

The “Occasions du Lion” (ODL) portal, that lets PSA dealers register their used cars and locate vehicles up for sale, is run by a complex COBOL/CICS/DB2 mainframe business applications.

In order to lower the development costs, avoid operational disruptions and secure a high ROI, PSA needed ODL to be accessible via Internet browsers:

- Without changing the underlying application code
- Without altering the application functionality
- Without retraining the users
- And within a very short timeframe.

PSA was looking for a scalable solution that enhanced the ODL workflow and user interface over time. Taking advantage of the web capabilities was a huge challenge to grant extended access to their application to a maximum of PSA customers.

THE SOLUTION

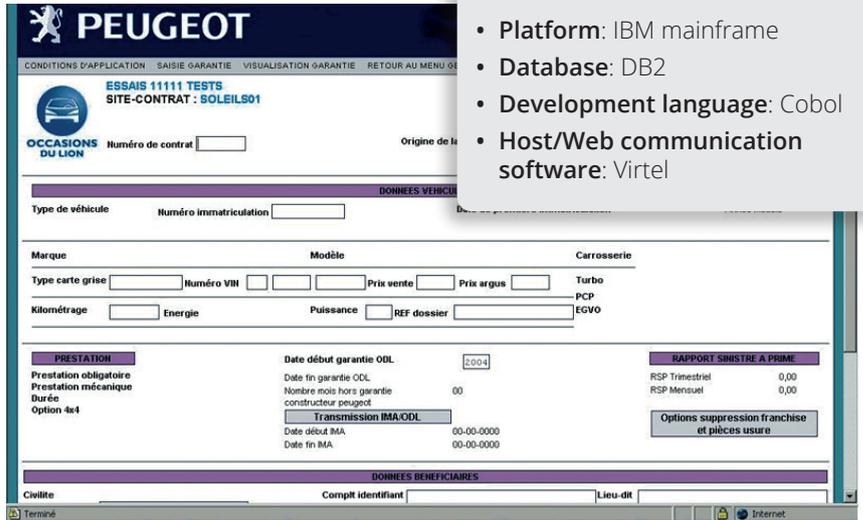
Deploying Virtel Web Modernization was simple and fast. Virtel provided Internet access support right “out of the box” without changing the mainframe application.

VIRTEL KEY FEATURES:

- 1 Serves 3270 transactions as web pages or web services
- 2 Nothing to install or support outside the host
- 3 Instant deployment: point web browsers to a predefined URL
- 4 Works with any browser or platform (mobile devices, Apple products, Windows...)
- 5 Concurrently serves different presentations to different users (3270 TE, WUI/GUI, mobile UI)
- 6 Supports any protocol and format: RESTful, XML, JSON, SOAP, MQ Series, etc.
- 7 Low impact and low risk: no application or server change
- 8 High performance and small host footprint for highly scalable solutions
- 9 Simple host-centric configuration and support for low TCO and early ROI

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PEUGEOT

CONDITIONS D'APPLICATION SAISIE GARANTIE VISUALISATION GARANTIE RETOUR AU MENU

ESSAIS 11111 TESTS
SITE-CONTRAT : SOLEILS01

OCCASIONS DU LION Numéro de contrat Origine de la

DONNEES VEHICULE

Type de véhicule Numéro immatriculation

Marque Modèle Carrosserie

Type carte grise Numéro VIN Prix vente Prix argus Turbo PCP EGVO

Kilométrage Energie Puissance REF dossier

PRESTATION

Prestation obligatoire Date début garantie ODL [2004] Rapport sinistre à prime

Prestation mécanique Date fin garantie ODL RSP Trimestriel 0,00

Durée Nombre mois hors garantie constructeur peugeot RSP Mensuel 0,00

Option 4x4 Transmission IMA-ODL Options suppression franchise et pièces usure

Date début IMA 00-00-0000

Date fin IMA 00-00-0000

DONNEES BENEFICIAIRES

Civilite Compt identifiant Lieu-dit

ODL's technical environment

- Platform: IBM mainframe
- Database: DB2
- Development language: Cobol
- Host/Web communication software: Virtel

The solution also automatically generated HTML web access to the ODL application: with minimal customization, Virtel replicated the presentation features of the pre-existing access mechanism, making the new access mode transparent to end users.

The project was deployed using an incremental approach: first with minimal customizations, keeping the presentation intact. Then, through additional HTML customization, a new dynamic web user interface was developed, providing the presentation, ergonomics and user experience of a complete new web application at a fraction of usual development cost, risks, and time.

Reliable and secure, the solution fit seamlessly into PSA's IT architecture.

THE RESULTS

At the end of this first step, over 600 PSA automobile dealers accessed the ODL application. 60% of them use PSA's extranet connection over the Internet.

"Unlike other solutions considered, Virtel Web Modernization instantly met all of our business needs and technical requirements in a single solution. Coupled to a very quick implementation, Virtel's TCO is indeed really attractive" declares PSA Peugeot Citroën's Research Manager.

"Virtel allowed both our users and technical team to transition smoothly to the Internet" adds ODL's Marketing Manager.

Six months after implementation, the new dynamic web interface fully replaced the previous version. The streamlined workflow and intuitive navigation of the modernized interface has greatly improved users' experience, resulting in increased sales turnover and profitability.

