



Cardonet  
Santa Clara, California

## Cardonet Gains a Competitive Edge with LegaSuite® BPM

Competition in the enterprise software industry is fierce. New technologies are continuously hitting the market, so vendors must consistently re-evaluate and enhance their offerings to maintain and expand their customer base.

Cardonet, a leading provider of enterprise solutions for the creation, management and distribution of electronic product information, was looking for a way to stay ahead of the competition by enhancing its product line. With a customer base of eCatalog and eProcurement professionals who are constantly seeking new ways to further automate their data management processes, Cardonet knew that an embedded workflow solution would be a natural complement to their existing solutions.

### The Search for the Right Technology

The company needed a workflow technology that was capable of handling the dozens of well-defined and extremely detailed steps required to receive, validate, review, approve and then format their clients' catalog data for delivery into procurement applications. The solution would also have to be flexible enough to work with multiple users - and customizable to each client's individual business processes. Furthermore, Cardonet wanted to ensure that the new solution would be both cost-effective and easy to implement, so that their development teams could remain focused on their primary mission of improving their own software products.

Cardonet briefly considered building a new solution in-house, but after assessing the required cost, time and potential impact on their development teams, the firm decided to pursue a third-party alternative. After evaluating several vendors, Cardonet selected Seagull Software's LegaSuite BPM technology.

### The LegaSuite BPM Solution

LegaSuite BPM provided the functionality the company needed at a reasonable price. Cardonet chose LegaSuite BPM specifically because it offered benefits such as:

**Cost Savings** - LegaSuite BPM provided Cardonet with the ability to redistribute its products on a royalty-free basis.

**Access to Source Code** - LegaSuite BPM allowed Cardonet to customize their applications to every one of their clients' specifications.

*Founded in 1997 and headquartered in Santa Clara, California, Cardonet, Inc., is a leading provider of product information management solutions used by medium to large enterprises to streamline their business processes. Cardonet's rules-driven automation technology and advanced process-oriented workflows provide both buy-side and sell-side organizations with powerful solutions for developing, managing and distributing rich electronic databases of product information.*



**Superior Features** - Cardonet was extremely impressed with LegaSuite BPM's functionality and environment:

- Provides all the functionality their clients require
- Developed in 100% pure Java
- Compatible across J2EE servers
- Enables XML data exchange
- Allows easy customization and enhancements

"Because LegaSuite BPM was available immediately and was easy to integrate, it allowed us to improve our core offerings without distracting our development team from their primary focus," said Cardonet VP of research and development, Avital HarShoshanim.

### The Results

Since deploying LegaSuite BPM, Cardonet has experienced several advantages, including speed and ease of integration. In fact, the entire integration process took less than six weeks from initial purchase to final deployment. Even more important, the firm is already discovering how critical a role their new workflow capabilities will play with regard to attracting future clients.

"Given its scalability, performance and flexibility, we strongly believe LegaSuite BPM will help us attract new customers," said HarShoshanim. "In fact, we already know that our workflow is a differentiator for our product. We know this because our customers have told us so."



*Seagull Software specializes helping companies gain more value from their existing legacy systems. LegaSuite® is Seagull Software's integrated platform of high-performance solutions that transform legacy applications into service-oriented architecture assets. LegaSuite includes modules for legacy integration, Web services generation, composite application assembly and business process management. More than 8,000 organizations worldwide use LegaSuite to integrate legacy systems with new, strategic IT architectures.*

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