



Schwan's Sales Enterprises, Inc.
Marshall, Minnesota

Schwan's Deploys Seagull Software's BlueZone™ Nationwide with Just the Click of a Mouse

New technologies are continuously hitting the market. To take advantage of the benefits that advancing technologies can offer, virtually every organization is pressured to periodically update computers with new or improved software. Business managers typically greet this process with enthusiasm, anticipating the possibility of gaining an edge over competitors, improving efficiencies or experiencing other benefits they might yield by deploying enhanced software. On the other hand, system administrators, who hold the responsibility of installing the updates on PCs, may see it as a potential cost- and time-intensive inconvenience.

Software installation is a significant challenge for companies like Schwan's Sales Enterprises Inc., a manufacturer and marketer of frozen foods. Schwan's employees are scattered throughout hundreds of offices in the United States, complicating the process of installing new software or updates on individual PCs. When Schwan's moved to Windows 2000 and NT, their emulation solution, which had a large footprint, was no longer stable. They needed a new emulation solution - one that was robust, yet small enough to be downloaded easily over the Internet by each remote user.

A Complicated Software Distribution Process

"We have hundreds of people who are distributed in sales offices around the United States. One of the problems was that we were constantly updating their PCs and laptops. It's difficult to do when you have so many people in so many locations. We needed to update our emulation solution, and we required a solution that met not only our business needs, but also our installation needs. We wanted to avoid the burden of having our employees ship their laptops back to us so we could install the software," said Ian Josephs, systems engineer for Schwan's Sales Enterprises, Inc.

Schwan's selected Seagull Software's BlueZone technology, a component of LegaSuite®, as their new terminal emulation solution. BlueZone is thin, fast, full-function Web-to-host and PC-to-host terminal emulation for mainframe, iSeries, UNIX/DEC and secure File Transfer Protocol (FTP). BlueZone is the smallest Windows-based terminal emulation solution on the market. With BlueZone's extraordinarily small footprint, Web emulation requires a download of only 1.5 MB and desktop installation is smaller than 3 MB for the typical configuration. BlueZone's small footprint empowered Schwan's to update a select group of their organization's computers remotely. "What we found with BlueZone was that the client was small enough to be downloaded - even over a dial-up connection," said Josephs.

Headquartered in Marshall, MN, Schwan's is the largest branded frozen food company in the United States. Schwan's is the second-largest privately held company in Minnesota and is listed on the Forbes 100 for private corporations. The company has expanded from its original route system to serve a wide range of institutions and has a large presence in the frozen-food aisle of grocery stores nationwide. During the past 50 years, Schwan's home delivery service has been joined by respected brands like Tony's®, Red Baron® and Freschetta®. While the company has expanded into new markets, Schwan's Home Service route managers still serve their customers face-to-face in the convenience of their homes.



BlueZone works in conjunction with Schwan's mainframe applications to provide green-screen-in-a-browser capabilities. Sales people in remote offices access the mainframe applications on their PCs to check inventory status plus run and print reports. "BlueZone handled our printing requirements. We have custom format reports, so the solution had to be capable of handling the passthrough of printer control," said Josephs. BlueZone delivers control over the printing process through its Passthrough printing mode. In Passthrough mode, all the formatting commands that have been incorporated into the print job are passed through BlueZone directly to the printer, without any changes imposed by BlueZone. This capability ensures accurate placement and registration of characters on the page.

With BlueZone, Schwan's can now transfer data between remote offices and the mainframe with the assurance that their data is secure. "BlueZone resolved our security issues by allowing us to tie user ID to printer sessions," said Josephs. BlueZone supports Secure Sockets Layer (SSL), the Internet protocol standard for ensuring privacy, message integrity and authentication. Plus, BlueZone Secure FTP provides SSL connectivity to any SSL-capable FTP server.

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*Ian Josephs
Systems Engineer
Schwan's Sales Enterprises, Inc.*

Automated Deployment, Low Cost of Ownership

Schwan's launched BlueZone with confidence, knowing that the solution could provide a lower cost of ownership. For BlueZone maintenance subscribers, there is no upgrade fee for a new release or to support a new version of the operating system. And customers have the freedom to purchase the type of licensing that suits their needs. "We have purchased a concurrent license, which is working out really well for us," said Josephs. "Also, we would have had to pay an upgrade charge with our previous client, but with BlueZone we won't have to."

Schwan's selected BlueZone because of its full-function capabilities and ease of deployment. "When it came down to it, BlueZone allowed a lot of customization to the look and feel of the product. It was easy to install remotely, and it provided the key capabilities we needed, which were security and printer passthrough. The solution also allowed us to upgrade our technology and move from an SNA server by a direct TCP/IP connection. It's working great," said Josephs.

By implementing BlueZone, Schwan's has experienced several advantages. They have seen time- and cost-savings by eliminating manual installations, and they have reduced network administration. "BlueZone requires less support and fewer installation hours. I don't typically have to worry about supporting the product. BlueZone made it easy for us because it did everything we wanted. It has a small footprint and the cost was reasonable," said Josephs.



Seagull Software specializes in powerful technology for connecting proprietary legacy applications to service-oriented architectures in J2EE and .NET environments. The LegaSuite® platform of integration, Web-enablement and terminal emulation solutions reflects over 14 years of legacy liberation experience, and is used by over 8,000 organizations around the world for business-critical operations.

Every day, millions of end users depend on LegaSuite for online banking, relocation services, e-government, insurance claims processing, cable/utility/telecom call centers, kiosk bill payment, online order processing and many other important business processes.

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