



customer case study

jCatalog Software AG
Dortmund, Germany

jCatalog Saves Thousands of Dollars and Gains Immediate Sales by Deploying LegaSuite® BPM Technology

The emergence of the Internet created a new channel for organizations to offer their goods and services to consumers and business partners around the world. While there are many advantages to conducting business online, coordinating and administering all of the content and transactions associated with an online marketplace requires finely tuned business processes and specialized technology.

jCatalog Software AG is an established developer of Java-based catalog and service software. The company provides its customers - large, multi-national businesses - with a highly-efficient method for administering the thousands of items processed through their catalog management systems every day.

As an industry leader, jCatalog wanted to ensure that it was continuing to fully support the ever-expanding needs of its customers. To maintain its competitive advantage, the company sought to incorporate new business process management technology into its current offering that would enable its clients to further streamline catalog management procedures and gain extended visibility into the business.

Initial Exploration

jCatalog first explored the possibility of a developing an in-house solution, wherein the design and project management would be handled internally, but the coding would be outsourced, building off of existing basic workflow functionality. The idea was to produce a simple workflow engine with limited functionality. However, after considering the high cost and lengthy development schedule, the firm decided to investigate other options already available on the market.

jCatalog evaluated a number of commercial and OpenSource commercial process engines. All of the initial candidates were quickly rejected due to:

- Poor construction
- Weak support for Java
- Onerous licensing fees
- Limited features

jCatalog also evaluated a number of process engines, and LegaSuite BPM quickly emerged as the best candidate. In addition to exceeding every requirement the company had for a workflow engine, LegaSuite BPM offered functionality that would allow jCatalog to restructure its product around a flexible Web services architecture.

jCatalog Software AG is one of Europe's leading suppliers of electronic catalog systems. The catalog systems support marketplace, e-procurement as well as cross media publishing applications. The firm's customers include Hubert Burda Medien, Beiersdorf AG and Siemens SPLS.



The LegaSuite BPM Solution

Given that jCatalog's customers operate on a wide range of technology platforms, the company knew that Web services would be necessary to integrate, orchestrate and coordinate their activities. LegaSuite BPM's comprehensive Web Services capabilities made the product a perfect fit.

"LegaSuite BPM has a great foundation that fits very well with Web Services," said jCatalog CEO, Stephan Albers. "The product features what we call a 'two-way interface' with Web services. This means that LegaSuite BPM can either call a Web Service or act as a Web Service itself."

jCatalog was also impressed with LegaSuite BPM's superior technology, which included such benefits as:

- A flexible architecture, which allows the system to be extended
- A powerful, user-friendly interface for defining processes
- Scripting capabilities, which allowed for faster development timeframes
- Support for all leading application servers, including Jboss/Tomcat, WebSphere and WebLogic

jCatalog was further pleased to learn that LegaSuite BPM offered the ability to produce a complete audit trail of all data associated with a particular process. Additionally, LegaSuite BPM can work as a stand-alone application that can control other processes, thus allowing developers to decouple applications. This meant jCatalog could restart servers without impacting the availability of LegaSuite BPM or other application components - an extremely attractive feature considering that many of their operations must be functional 24 hours a day, seven days a week.

The ROI

Robust, flexible and easy to use, LegaSuite BPM turned out to be "the type of process engine we would have built had we designed it ourselves," according to Albers. In addition, jCatalog was able to deploy the software almost immediately. "We were productive within six weeks. This was very important for us because it reduced our time to market drastically," said Albers

jCatalog determined that creating their own solution in-house would have been far more expensive - even if they had restricted the functionality. With regard to licensing fees, "We believe LegaSuite BPM's price is very attractive when compared to the other process engines," added Albers. jCatalog's investment in LegaSuite BPM has already translated into more customer sales and promises even greater opportunity in the future.



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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