



Macro 4

Media Information Pack

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At a Glance

Headquarters

The Orangery, Turners Hill Road,
Worth, Crawley, West Sussex,
RH10 4SS, UK

Revenue

£29.0 million in 2008

Founded

1968

Acquired by Unicom Systems, Inc.

2009

Subsidiaries

Benelux, France, Germany, Italy,
Spain, Switzerland, UK and US.

A global network of agents provides
market coverage worldwide.

Customers

2,000, including 65% of the
Fortune 100

Key Partners

Xerox, IBM, SAP, Capita, CPT
Global, Dell, Computacenter,
Microsoft

Company Overview

Macro 4 is a global software company that helps organisations to improve the performance of their critical business applications by making the complex simple.

Macro 4's solutions for Application Performance, Document Management and Application Availability are easy to use, fast to implement and deliver value quickly in even the most complex IT environments.

Solutions

Application Performance

Solutions help companies to increase employee productivity, postpone hardware upgrades and improve customer service by quickly detecting, diagnosing and resolving application performance problems such as slow response times and inefficient use of processing capacity.

Document Management

Solutions capture, archive, present and deliver business-critical documents electronically and physically in the most appropriate way to increase the efficiency of SAP® Business Suite, to support customer service via the Internet or call centres and to simplify application decommissioning.

Application Availability

Solutions help users to test new mainframe applications more thoroughly, correct faults faster and keep applications up-and-running for longer. Macro 4's unique Fault Analysis Portal accelerates individual and team problem solving and can reduce the time taken to fix application errors by 50%.

Timeline

- 1968** Macro 4 Ltd founded in the UK, offering third party software tools that made the early mainframe operating systems easier to use.
- 1976** Launch of Macro 4's first proprietary product: Logout, a tool to simplify console management for mainframe computer operators (still in use today).
- 1977** First overseas operation established in the USA.
- 1984 – 85** First European subsidiaries established in France, Italy and Switzerland.
- 1986** Macro 4 plc floated on the London Stock Exchange.
- 1995** Moved into open systems with the acquisition of assured document delivery software.
- 2000** Acquisition of TraceMaster interactive testing and debugging software.
Document management capabilities extended through acquisition of Viewpoint/ISI.
- 2003** IBM OEM agreement to sell Macro 4 session management product for easier switching between mainframe applications.
- 2004** Columbus workflow capability launched, for rapid implementation of multi-channel document delivery solutions.
FreezeFrame launched as a user-friendly alternative to established mainframe performance management tools.
- 2006** Launch of Fault Analysis Portal, designed to help non-experts test and debug mainframe applications with ease.
Launch of Application Performance Portal, for cross-platform application monitoring and swift resolution of performance problems.
- 2007** Performance portfolio strengthened through two acquisitions: ExpeTune, a problem diagnosis system, and ExpeTune DB, for DB2 database performance analysis.
- 2008** Macro 4 celebrates its 40th anniversary.
- 2009** Macro 4 acquired by UNICOM® systems, Inc.

Sample Customers

Financial Services

Alliance & Leicester
Aon
AXA Insurance
Barclays Bank
Co-operative Financial Services
Dresdner Kleinwort
HSBC
Nationwide Building Society
VocaLink

Utilities & Telecommunications

Centrica
E.ON
Kingston Communications
National Grid Gas
Npower
O2
Scottish Power
Severn Trent Water
Vodafone

Manufacturing/Process

BMW
ExxonMobil
General Motors
Honda
ICI Paints
Peugeot
Shell
United Biscuits

Logistics/Transport

Air France
BAA
British Airways
DHL
Kuehne & Nagel
NFT Distribution
TNT

Retail

Alliance Boots
Argos
ASDA
Dixons Group
Jewson
John Lewis
Marks & Spencer
Morrisons
J Sainsbury
Tesco

IT

Atos Origin
Cap Gemini
Capita Group
CSC
EDS
IBM
Logica CMG
Fujitsu
Siemens Business Services
Xerox

Solutions

Application Performance Solutions

Business Problems Addressed

Poor application performance reduces employee productivity, alienates customers and increases the frequency of costly hardware upgrades.

Customers and employees feel the brunt of poor application performance. Examples include:

- Web sites timing out halfway through making a purchase.
- Being put on hold by a call centre because ‘the system is running slowly.
- Not being able to finish a task at work because an application has ground to a halt.

For companies this spells lost profits, as customers defect to the competition and internal costs rise. Inefficient systems also require more processing capacity and storage, at significant additional cost.

Macro 4 Solution

Macro 4’s performance solutions monitor an organisation’s Web applications and internal systems and send proactive alerts if performance starts to degrade. Diagnostic tools help users to swiftly pinpoint the source of performance issues such as slow response times, inefficient use of processing capacity, or resource-hungry database accesses, in both mainframe and distributed environments. Critically, businesses can detect potential problems at a very early stage and take fast corrective action before they start affecting customers.

The Macro 4 performance solutions are differentiated on being easier to install and use than other systems on the market. Ultimately this leads to wider uptake of the solution and faster resolution of performance issues. Many performance issues arise on the margins between systems and this is a particular strength for Macro 4’s solutions, which monitor the interfaces between applications and databases residing on different platforms (UNIX, PC, mainframe, and so on).

Business Benefits

Macro 4 performance solutions help companies to:

- **Retain customers** by maintaining fast, responsive service, particularly via the Internet and call centres.
- **Mitigate risk** such as reputational damage caused by website downtime, or revenue lost, but undetected, when customers abandon slow web transactions.
- **Improve employee productivity** by ensuring that the systems they rely on for their work are always available and quick to respond.
- **Recover processing capacity** so that they can defer costly hardware upgrades. For mainframe users this can amount to savings of millions of pounds per upgrade avoided.

Solutions

Document Management Solutions

Business Problems Addressed

Documents are the fuel that keeps business processes running. Customer service, finance, ERP and logistics would come to a standstill without key documents such as orders, invoices, correspondence, reports and picking lists. Yet managing these documents often leads to problems such as:

- **Poor system performance** – when business applications such as SAP® Business Suite become overwhelmed by the sheer volume of documents and data that need to be stored.
- **Slow customer service** – when call centre agents cannot locate the documents they need to answer customer queries.
- **Business process interruptions** – caused by documents failing to arrive.* For example lost delivery notes can halt an entire delivery fleet.
- **High system maintenance costs** – due to retaining obsolete systems solely to provide access to historical documents.

Macro 4 Solution

Macro 4 manages the documents that drive critical business processes. Macro 4's document management solutions can store practically any document type, from emails and texts to print files and scanned images. Documents are linked seamlessly to the business application, from where they can be viewed online, printed securely or sent electronically to wherever they are needed.

Macro 4 solutions for SAP:

- **SAP data and document archiving** improves system performance by archiving the historical documents and data that typically account for 80% of all data stored on a typical SAP system.

- **SAP report management** solutions distribute reports electronically, to improve SAP efficiency and enable faster decision making.
- **SAP output management** ensures reliable printing and information delivery from SAP Business Suite, to support critical business processes and reduce support overheads.
- **Customer Service solutions** give customer service personnel a single point of access to all forms of customer documentation, for faster query resolution, and support customer self service via the Internet.
- **Application Decommissioning** is a fast, cost-effective alternative to data migration or keeping obsolete systems on 'life support'.

Business Benefits

- **Productivity of SAP** business applications increases and system overheads are reduced.
- **Call centre costs reduce**, and customer satisfaction and loyalty increase, as more customer queries are resolved at the first point of contact.
- **Cashflow is improved** by faster resolution of invoice-related customer queries.
- **Obsolete systems can be decommissioned** more quickly, at lower cost, while complying with data retention regulations.

* 30% of all business process disruptions are due to document delivery failures (Source: Boston Consulting Group).

Solutions

Application Availability Solutions

Business Problems Addressed

The predicted demise of the mainframe never happened and today IBM mainframes continue to run the critical business applications at the heart of many of the world's largest organisations. Unscheduled downtime in these applications can cost an organisation millions in lost sales and reputational damage – particularly when they support ebusiness.

Outages can be caused by new applications going live without adequate testing. When an application fails it may take hours or even days to fix, causing an extended loss of service. A shortage of mainframe experts adds to the delay.

The tools that are available to diagnose faults are not widely used within many organisations, because they are highly specialist, difficult to use and prohibitively expensive.

Macro 4 Solution

Macro 4's application availability solutions comprise:

- **Interactive testing** – for thorough testing of applications before they go live.
- **Fault analysis (debugging)** – to swiftly diagnose and fix problems in the live or test environment.
- **Data manipulation** – creating suitable data for testing and problem analysis.

Macro 4's Fault Analysis Portal is a unique web interface that is easier to use than standard 'green screen' interfaces, particularly for staff from a non-mainframe background. Using the Fault Analysis Portal typically increases individual productivity by 25%.

User collaboration built into the portal increases productivity still further by allowing information on a problem to be shared quickly and easily within a team. In total, users are able to resolve application errors around 50% faster.

Macro 4 offers fixed price contracts for its application availability solutions, which enable customers to control their software costs. This is a significant differentiator against other vendors, which levy additional fees as customers increase capacity.

Business Benefits

Macro 4's Application Availability solutions help organisations to:

- **Increase customer satisfaction** and employee productivity by maximising application uptime.
- **Secure a competitive edge** by reducing 'time to market' for new applications.
- **Address mainframe skills shortages** by training new users on the Fault Analysis Portal.
- **Reduce software costs immediately** and avoid future upgrade charges.

Case Studies

E.ON

E.ON is the world's largest investor-owned energy company, with over six million retail customers in the UK.

Business Problem

E.ON's customer relationship management strategy hinges on staff having up-to-date customer information at their fingertips. However, customer service staff could not easily access bills and correspondence, which led to delays resolving certain telephone queries. Servicing requests for copy bills was also time- and labour-intensive.

Solution

To address these issues, E.ON implemented a new call centre application, integrated with an online document management system from Macro 4 (Columbus), to provide a single view of the customer. Over 6,000 call centre and back-office staff now have immediate, on screen access to millions of customer documents. The system is also integrated with E.ON's self-service web portal for online presentment of customer bills.

Business Benefits

- Customer service levels have improved, with queries answered faster, usually on the first call.
- E.ON has cut the length of the two million bill-related customer calls it receives annually by around ten seconds each, generating productivity savings of over 230 hours a year.
- Printing copy bills has been simplified and no longer drains resources.
- 10% of E.ON's retail customers now receive their bills online, which is saving more than £600,000 per year in printing and postage costs, as well as improving E.ON's environmental profile.

Brendan Stafford, Head of Retail IS at E.ON comments: "We chose Macro 4 because their vision matched our own. Columbus not only met our initial expectations – it's also been a key part of our solution for customer self-service, which we were able to deliver quickly."

Hannaford

Hannaford is an award-winning US supermarket retailer, owned by the Brussels-based Delhaize Group. In 2006 Hannaford undertook two important business improvement initiatives within its IT operations:

Maximising Application Performance

Working with Macro 4, Hannaford has implemented a new application performance solution which has improved application response times and freed up costly mainframe processing capacity.

Within ten minutes of installing Macro 4's performance management software, Hannaford identified and removed unnecessary software traces, generating immediate CPU savings. Many other minor changes have led to major efficiency gains and the financial benefits have been considerable, according to Terry DelMonte from Hannaford's Mainframe Services Division:

"For the ten years before we had the Macro 4 performance solution we were implementing one mainframe upgrade every year, to increase our processing capacity. Each upgrade can cost in excess of \$1 million, including the software fees from our major suppliers, which are all MIPS based. As a result of the CPU savings we've made we've now been able to go 2 ½ years without a mainframe upgrade. So we've saved at least \$2 million by postponing our upgrade. That's quite a saving."

Reducing the Cost of Application Availability

As a major IBM mainframe user, Hannaford relies on testing and debugging tools to analyse and correct application faults and keep its critical mainframe systems running smoothly. Hannaford became increasingly concerned about escalating charges from its incumbent supplier. The company considered a number of other vendors, but all adhered to the same, MIPS-based pricing philosophy, except for one: Macro 4.

Hannaford has made significant cost savings by switching to Macro 4's application availability suite, says Terry Delmonte:

"We much preferred the Macro 4 pricing philosophy. They gave us a fixed price which was around half of what we were paying our incumbent supplier and we saw that we would also make additional savings by not incurring upgrade charges in the future."

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