

TRADEPOINT GOES GLOBAL WITH WEB-ENABLED INTERNATIONAL EXPORT APPLICATION.



GO-Global from GraphOn Speeds Time-to-Market for Web-enabled, Windows-based Export Document Production System.

Customer Solution at a Glance

Company Profile: With Offices in the UK, the Netherlands and the USA, TradePoint Systems, a division of Kewill PLC, is arguably the world's largest supplier of software solutions for international trade documentation and associated customs reporting.

Business Need: TradePoint needed a way to quickly Web-enable its client-server-based export document production application, SPEX.

GraphOn Solution: With GO-Global®, TradePoint was able to instantly Web-enable its Windows-based SPEX application, creating SPEXi.

Results:

- Increases customer satisfaction by providing easy Web access to application.
- Speeds time-to-market by eliminating the need to develop a native Web-based version.
- Maintains the familiar look and feel of SPEX from any Web browser.

To trade successfully in today's global marketplace, exporting companies must comply with a wide range of document requirements and customs regulations. As the world's leading software package for exporters, SPEX from TradePoint Systems is the preferred choice for single-site export companies as well as large international organizations operating out of multiple countries. To maintain its position as the global market leader, TradePoint regularly updates its SPEX software package with new capabilities and features. When the company recently decided to add remote Web-enabled access to the Windows-based, client-server SPEX application, they turned to GO-Global from GraphOn – the fast, simple, and affordable Web-enabling solution.



Access to Applications Anywhere.

The SPEX Client-Server Application

SPEX is a native Windows-based, client-server application. TradePoint's customers run the server portion of SPEX on a Windows 2000 or Windows 2003 server. The client portion runs under Windows on each client desktop.

A Growing Need for Web-enabled Access

Increasingly, TradePoint was hearing from its customers that they would like to be able to run SPEX over the Internet or their internal intranet without having to deploy a full client implementation on each and every desktop.

"Our customers wanted to deploy the solution over multiple locations and remote offices from a central IT location, with a minimal amount of effort for deployment," explained Lee Martin, Development and Support Services Manager at TradePoint. "They also wanted the ability to quickly and easily add new users to the system without further client installation requirements."

Thin Client Checklist

What TradePoint needed, according to Martin, was an easy, cost-effective solution that would provide:

- Simple server-based installation at a central location – with load balancing facilities across several servers if needed.
- The ability for customers to quickly connect to and use SPEX via an efficient thin client approach using a Web browser.
- The capability to easily print export documents locally using desktop printers, regardless of the fact that customers were connecting via the Internet to a central application server.

- The flexibility for customers to have a choice of a traditional client-server approach or a Web-based approach – including the ability to mix and match the two alternatives as needed.
- The ability to upgrade SPEX centrally without the need to install a corresponding client upgrade onto each user's machine.

“Partnering with GraphOn to help provide our SPEXi solution has been a good choice for us. The relationship is a strong one. GO-Global provides a quality solution for our required market need, with a solid support system backing it up as required.”

Lee Martin
Development and Support Services
Manager, TradePoint Systems

Quick Implementation, Quick Results

"We took a close look at GO-Global after seeing what it had achieved for another software system," said Martin. "We also looked at other available options to meet our needs, but did not come across anything that would give us the quick time-to-market benefits that GO-Global would provide."

TradePoint found that the GO-Global server-centric solution instantly publishes



Windows applications over the Internet or intranet for easy access from any location, regardless of client platform or operating system. Providing fast, easy, and secure Web browser-based access, GO-Global retains all of the application's features, functionality, and branding.

Incorporating GO-Global into SPEX was quick and painless, requiring no changes to TradePoint's existing code. The company now offers two flavors of the popular SPEX solution: SPEX Client Server and SPEXi.

Improving Customer Satisfaction

"Today we have over 400 customers worldwide using the SPEX product line," concluded Martin. "With our new SPEXi Web-enabled offering, we will be able to provide additional value and convenience to our customers with a thin client deployment that gives them added flexibility and more efficiency in rolling out the solution across multi-national or multi-site organizations."



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