

PLATINUM TECHNOLOGY

Tadpole-RDI Update: Blue-chip customers like PLATINUM technology® are achieving significant productivity gains and effectiveness by deploying a coherent portable UNIX workstation strategy.

PLATINUM technology, inc. provides software and services that help IT organizations manage and improve the IT infrastructure. Solutions include database and systems management, data warehousing and decision support, application lifecycle, Internet commerce and Y2k reengineering.

PLATINUM is the world's ninth largest software company.

Employees: Around 5,000
Revenues 1997: \$739 million
Website: www.platinum.com



UltraBook ... Making Solaris Computing Truly Portable

The 7.5-lb. portable workstation UltraBook® delivers all the performance of its static desktop counterparts. UltraBook is powered by an UltraSPARC® processor, offering 100% binary compatibility with Sun-Solaris®, has a 14.1-inch active matrix TFT screen, up to 512MB memory, very large removable disk capacity and optional 3D Creator® Graphics.

TADPOLE RDI

Unix Workstations and Servers for a Mobile World
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User Story: SHOW MORE, SELL MORE?

It seems obvious. At least to Ron Inniss, Manager of Internal Sales Support at PLATINUM technology, inc., a well-tuned global IT corporation known for its ability to exploit emerging markets. The more you get your products in front of customers, the more they're likely to buy them.

But inherent in PLATINUM's fundamental business philosophy is a coherent portable UNIX computing strategy that not only takes the cost out of customer demos, hardware repair and excessive capital equipment expenditures, but also increases selling productivity at least threefold compared with previous practices.

PLATINUM's mobile computing strategy began to take shape about five years ago. Explains Inniss: "At that time, Platinum sales engineers were limited to one demo a day. That was the theory, in any case." He adds: "But as our business model was based on shipping UNIX desktops everywhere around the globe to show our products, our real customer demo rate per static was more like one every three days ... the time for our shippers to get a desktop to a customer's site and back."

One day selling, two days shipping. A frightening, business-limiting proposition for any ambitious corporation like PLATINUM. And worsened by the costly prospect of increasing substantially its static desktop demo pool for 250 field sales jocks to generate revenues consistent with PLATINUM's business plan, plus all the related downtime wear and repair costs and logistics involved in shipping large numbers of desk-designed machines around the world.

"It was about this time that portable UNIX workstations first began to offer similar performance to desktop classics. So we ran the numbers, compared TCOs, and opened our eyes," recalls Inniss. "We've never looked back."

By adopting a portable UNIX computing strategy ... 100% binary compatible Solaris workstations carried by field engineers to customer sites instead of shipping ahead statics ... the study showed that PLATINUM's sales engineers could achieve a customer demo rate of two to three per day, five days a week with each portable. "That's a staggering demo-productivity gain," stresses Inniss.

The study also revealed the phenomenal operational savings that PLATINUM could achieve by simply eliminating the overnight carrier from its business equation. Inniss: "Take a conservative cost like \$250 to ship a static to and from a customer's site. Based on six customer demos per month for each static, carrier costs alone work out to \$1,500 per month, \$54,000 over the three year write-off period. Add in the initial capital outlay, multiplied by the numbers of desktops involved at PLATINUM, and you're talking commercial folly."

Targeting increased productivity and lower TCO, Tadpole-RDI's top-of-the-range portable UltraSPARC-based workstation UltraBook quickly became the cornerstone of PLATINUM's mobile computing strategy.

Explains Inniss: "The UltraBook is an astonishing feat of notebook engineering. With its power, performance and features, we can run any number of database applications including Oracle®, Sybase®, DB2® and Informix®. It's also expandable and most of our units have two hard drives totalling 10GB with expandability to 15GB. We can upgrade memory ourselves rather than having to ship any unit back to the factory."

Since the introduction and strengthening of its mobile computing strategy, PLATINUM's annual revenues have increased from some \$160 million in 1993 to \$739 million for its last exercise.

Show more, sell more? Sure, ask Ron Inniss.