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*Information Systems Specialists*

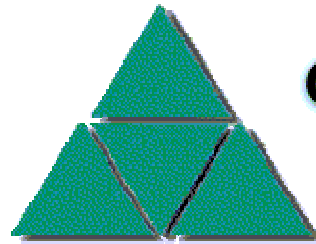


*Benderson Development  
IBM WebFacing Case Study*



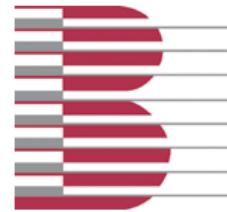
**WebSphere** software





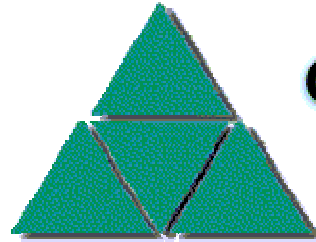
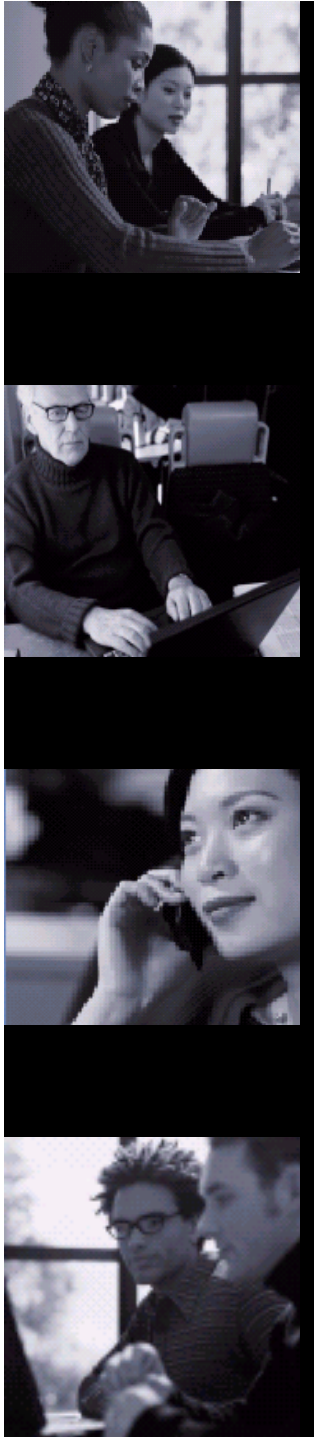
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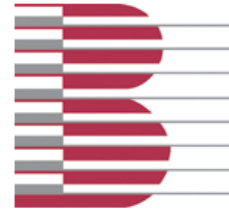
## Benderson Development: “Tenant Deal System”

- Situation/Challenge: Time in which Benderson could approve estimates and turn-over property rentals.
  - Multiples Systems/Processes lacked integration
  - Time Consuming
  - Labor Intensive
  - Not user friendly, inconsistent “look and feel”
  - Slowed billing/rental process



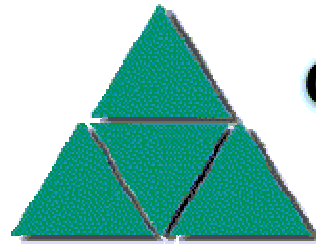
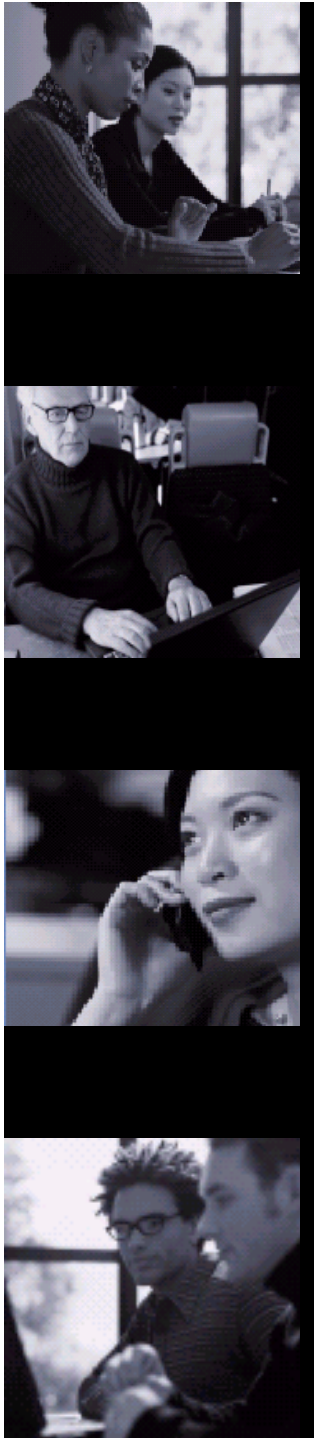
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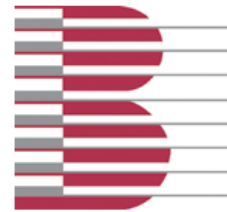
## Benderson Development: “Tenant Deal System”

- Solution: Utilized WebSphere to seamlessly integrate multiple disparate systems giving users one streamlined application to effectively manage leasing transactions.
  - Browser-enabled (modernized) Green Screen Applications
  - Seamlessly integrated iSeries legacy applications with PC-based applications.
  - Leveraged existing iSeries business logic and investments



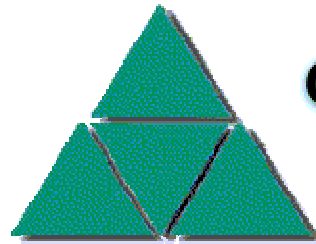
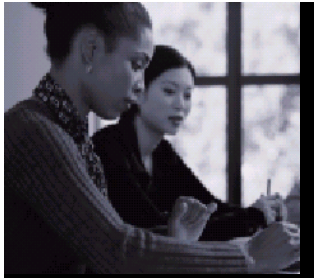
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## Benderson Development: “Tenant Deal System”

- Value/ROI: Increased transaction throughput at which Benderson turns renter estimates into property rentals.
  - Reduced the average length of time from proposal to signed lease by 30% providing a strategic competitive advantage.
  - Reduced the average length of time from signed lease to tenant space turnover by 25%
  - Resulting in the increase of cash flow



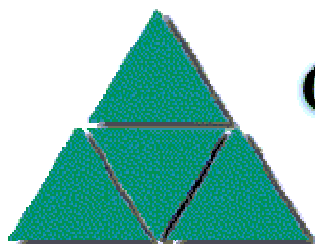
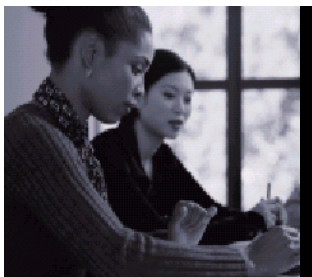
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## Final Thoughts:

WebFacing provides a cost-effective tool that enables Midrange environments to modernize legacy applications leveraging your initial iSeries investment, proven business logic and enterprise data.

- *If you're interested in understanding how application modernization can help your business, call GEMKO to schedule a WebFacing Assessment Review meeting.*



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# Thank You!

From the GEMKO Team

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