



applications – cloud or 15-year-old client/server applications running on a desktop and everything in between – is that every application and application graphical user interface (GUI) delivered to a user ultimately interacts with that user's operating system. By harnessing the power of this communication, integration projects can be rapidly simplified and expedited, and more importantly, extended to the world of cloud computing.

The technology can be implemented quickly for fast ROI (weeks or months, not years), with a small footprint, and is fully compatible with Windows, host system, Java, Web, PowerBuilder, and even DOS applications – desktop and virtual. The technology is highly iterative and changes to solutions are centrally-managed and easy to deploy.

Typical use cases

Presentation-level integration technology has been implemented in a diverse mix of enterprises and institutions: contact and sales centres for telecommunications, financial services, IT outsourcing, and insurance; retail banks, middle and back offices, and mortgage operations; warehousing and logistics, and others.

Some brief summaries of actual deployments:

- A global telecommunications company linked disparate legacy and web applications and automated a series of desktop processes used by 16,000 call centre agents. Average handling times (AHT) dropped by nine seconds, saving

an annualised average of more than \$18 million.

- A large retail bank with 1,000 branches armed tellers with customised up-sell and cross-sell offers by enabling a 20-year-old DOS application and a web application to consume web services and pass a customer account number to a logic engine. The server side then returned a customised offer while the customer was being assisted by the teller. Closes increased by 50 percent.
- A leading UK-based bank automated a difficult series of disjointed processes running both web and desktop applications in its fraud unit, removing human intervention from the loop. The bank doubled its fraud case resolution capacity without adding additional employees. Data errors went to nearly zero as well.

To Sum Up

Cloud applications still face integration hurdles at the user level, simply to weld disparate applications together in ways useful and meaningful to the user. Cloud computing might save an overall enterprise money up front, but users can incur unintended costs with manual workarounds in order to make their job-dependent arsenal of applications work in concert. However, the tools exist to use your existing applications to integrate, extend, and enhance cloud services and virtualisation... Proceed to the cloud, but don't let the desktop be your roadblock. [UI:AL](#)

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For this call centre, moving to a remotely-hosted CRM application may have solved some budget and infrastructure problems, but the need to switch between multiple applications and tedious manual processes continues to degrade productivity, and clearly compliance and data integrity could be an issue.