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## News Release

FOR IMMEDIATE RELEASE

### **Business Partners and ISV's to receive up to \$60,000 in Free BCD iSeries - i5 Software Product Licenses -- BCD to fully support IBM's major iSeries Tools Innovation and Partnership Initiative.**

Partners offered tools to help build new iSeries – Web applications, Increase consulting opportunities to SMB and large accounts – affordably.

Chicago, IL, March 15, 2005- **Business Computer Design** <http://www.bcdsoftware.com/partners.htm> today announced alignment with IBM's new program to accelerate ISV and Business Partner development of web services, portals, and other on demand systems for iSeries – i5 systems. In what has become BCD's best Business Partner Program to date, BCD is offering IBM iSeries- i5 Business Partners, Independent Software Vendors, and Consultants up to \$60,000 in free, BCD software product licenses to build new iSeries – Web apps and create new consulting opportunities in the marketplace.

On February 25th, IBM announced the new iSeries Initiative for Innovation program committing one Billion dollars of investment and services averaging \$60,000 per Business Partner. BCD's aim is to promote the iSeries tools innovation and underscore the fact that all requirements of mid-market customers can be satisfied utilizing the iSeries, and BCD technology. BCD's new initiative involves all of its software tools including: iSeries - Web application development tool - **WebSmart**, RPG / DDS to Web conversion tool - **RDW**, the Web Portal / Dashboard – **Nexus Portal**, automated document distribution tool with Web archiving– **Catapult**, iSeries ILE/RPG development tool **ProGen Plus**, software documentation / impact analysis system - **Docu-Mint** and others.

BCD will also offer its partners special opportunities to bundle any of these products with applications of their own, as well as, earn either software discounts for their clients or commissions for themselves. In some cases, companion BCD software licenses such as the Nexus portal or Nexus Portal Pro and/or the RDW – RPG / DDS to Web Conversion license will be free (maintenance only).

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In January, BCD became a Charter Member of IBM's iSeries Developer's Roadmap. "IBM's new attitude towards iSeries - i5 development tool vendors and their offer to help BCD become even more successful was a welcoming and refreshing change. This will be very positive for this marketplace," says Eric Figura, BCD's Director of Sales and Marketing, and strong proponent of the iSeries. Figura has championed the iSeries and IBM's predecessors since BCD's founding more than 25 years ago. He sees little reason today for iSeries shops to consider using .NET or other platforms to serve web based applications and rejects Microsoft's Midrange Alliance Program message. "He believes vendors who advocate that iSeries users need to leave the platform to expand their business are wrong. Everything you need to do on the Web you can do on the iSeries – i5, right here, right now without leaving the platform." Figura explains the reasons for keeping Web technology on the iSeries, is the unprecedented up and running track record, IBM's continued commitment to the platform, the significantly improvements to the hardware and operating system in the past two years and the lower overall cost of ownership keeps improving."

WebSmart is a key component in BCD's suite of products being offered to Business Partners. It is particularly attractive to small and mid sized Partners, when development resources may be limited, and they want tools they can quickly understand with a model their clients can accept -- especially when client budgets are tight. "The WebSmart server uses significantly fewer resources; clients can run on smaller hardware and often do not need to do any hardware upgrades. WebSmart created programs are all compiled and run in the batch subsystem. This affords Partners the opportunity to offer complete solutions that cost less -- leaving more money for their consulting and services business. Many partners found that offering WebSphere is not an option for many of their clients because they simply don't have the time, budget or resources necessary to see if they can make it work. We've hear this over and over." says Figura. "After five years, WebSphere hasn't made many inroads, and IBM is now acknowledging that other options must be presented to iSeries customers. Even though WebSmart can be launched on other platforms, there is always an iSeries in the picture, where the loyal following of iSeries organizations choose to run their business." says Figura. He welcomes IBM's support and comments: "According to Doug Fulmer, IBM WW Sales Executive for iSeries e-business infrastructure, *"WebSmart overlays the central part of the iSeries Developer roadmap which is where 75 – 80% of our install base is today. WebSmart is one of the leading tools for developing Web applications in the iSeries space."*

### **Partners in Success**

There are well over 100 Business Partners that promote BCD and out tools including: Jerry Acy, President of Software Data Systems in Jackson, Mississippi -- a BCD partner for 14 years. SDS utilizes WebSmart predominately in the development of applications for telephone companies. "We've written 500 to 600 programs from with WebSmart." Acy believes that consultants can generate respectable revenues with the tool. "I deal with quite a few iSeries shops and most of them don't understand

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web related interfaces-- they think they have to go to PC networks. A lot of them have needs for things that are easy to do with WebSmart," he says, emphasizing, "There's a lot of web business out there."

### **Secure a Livelihood with BCD Products**

BCD brand equity is strong. Business partners who sign up for this program will enjoy the competitive advantage of having one of the best development teams in the industry backing them. BCD believes They are better suited to help small and medium sized partners by providing the tools, support and pricing that affords partners to develop web based solutions that are very much in demand today.

Partners may select individual BCD products or the entire BCD product Suite. If the Suite is selected then BCD reduces the flat annual maintenance by 50% to \$7,500. In addition to receiving paid up licenses BCD includes unlimited technical support, access to developers, Web training, web walkthroughs, 24X7 access to BCD's online knowledgebase, soft and hard copies of manuals, monthly technical news letters, new upcoming BCD products, and more. If new partners choose specific products in this offering rather than the entire suite, they will be billed maintenance fees only on the products selected. BCD is looking to add 100 or more new business partners in 2005.

BCD is very successful in marketing its solutions to the iSeries- i5 marketplace. To date, nearly 1,000 organizations have licensed WebSmart, and over 2,500 have licensed ProGen Plus. Adds Figura, "IBM's recognition and support of tools in IBM's iSeries Developer Roadmap will only help expand our growing customer and Business Partner base to make them more competitive. Our offering of up to \$60,000 in proven industry tools will definitely expand the number of options for iSeries Business Partners."

To learn more about this special Business Partner opportunity, please call BCD at (630) 986-0800 or visit <http://www.bcdsoftware.com/partners.htm> for details and Partner application. Fully functional evaluation copies of BCD products can be downloaded from [www.bcdsoftware.com](http://www.bcdsoftware.com).

### **About BCD**

BCD is an IBM Business Partner, Tools Partner, WebSmart has been added by IBM to the iSeries Developers Roadmap. WebSmart is IBM ServerProven and a Value Add Solution. BCD software products have received 35 industry awards. Over 10,000 organizations have installed nearly 30,000 copies of BCD software products and have benefited with increased programmer and end-user productivity.

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