



# Bradford Exchange increases backend processing speed by 300%

## SME cuts delivery times and boosts customer satisfaction through automated order transactions

The US company Bradford has been selling exclusive art objects and collectibles for many years. Roughly 20 to 30% of global sales are transacted online and processed via an IBM mainframe environment. As many processes had to be initiated and monitored manually, the company was looking for an automation solution. This solution was, on the one hand, intended to guarantee quality and reduce errors, while increasing speed and reducing the amount of manual input on the other. However, this was more difficult than had been imagined since the IBM VSE operating system, which was more than 20 years old and used to run the proprietary backend, was no longer supported by numerous manufacturers.

## Small IT environments can also benefit from Automic

The flexibility of Automic Workload Automation enables multiple processes to be automated. Automic developed an interface to establish the link to the VSE operating system, which was implemented within three days. "We were delighted that we found out about Automic. The product not only meets all our requirements, but also cost less than a fifth of what we would have had to invest for an alternative," recalls Marcel Frischknecht, IT Manager at Bradford Exchange.

Bradford Exchange now uses Automic Workload Automation for its whole IT system, operated in Switzerland. Around 18 virtual machines run on two servers, supplying applications for the following countries: Australia, New Zealand, UK, Ireland, Germany, Italy, France, Austria, the Netherlands, Sweden, and Switzerland.

*"I believe that the investment in Automic is the best IT investment that we have made in recent years. The cost-benefit ratio is perfect and the benefits from it are huge. As the solution is so flexible, you can basically connect anything that you want to automate."*

**Marcel Frischknecht,**  
IT Manager, Bradford Exchange

## BUSINESS CHALLENGE

- Guarantee quality assurance
- Reduce errors to a minimum
- Reduce the amount of manual input involved
- Support the IBM VSE operating system on which the proprietary backend runs

## AUTOMIC SOLUTION

- Automic Workload Automation is flexible to use
- Automic developed a specific interface for the VSE operating system
- Straightforward implementation and system integration
- Good cost-benefit ratio

## CUSTOMER BENEFITS

- Faster processing of online orders boosts customer satisfaction
- Greater degree of transparency thanks to more frequent management reports
- Significant reduction in the time spent by the IT department

The various steps, starting with order confirmation, price calculation, and establishing supply capability through to generating invoices, used to be initiated manually and had to be monitored by IT staff so they could restart processes if any problems arose. This meant that three members of staff were employed full time, dealing with several hundred jobs a day. In spite of the meticulous verification process, errors did sometimes occur that then had to be resolved manually.

## High transparency, automatic notifications and rapid induction

The Automic product enables staff to define recurring processes that are automatically transferred to the mainframe where they occur in parallel. As every procedure is documented, so users can see when each job started and what its end result was. If an error

occurs that the system cannot resolve independently, a member of staff is notified. "The automatic generation of return codes and the notification alone save a huge amount of time. We don't need to monitor processes anymore and can carry out other tasks while everything is running automatically in the background," explains Frischknecht.

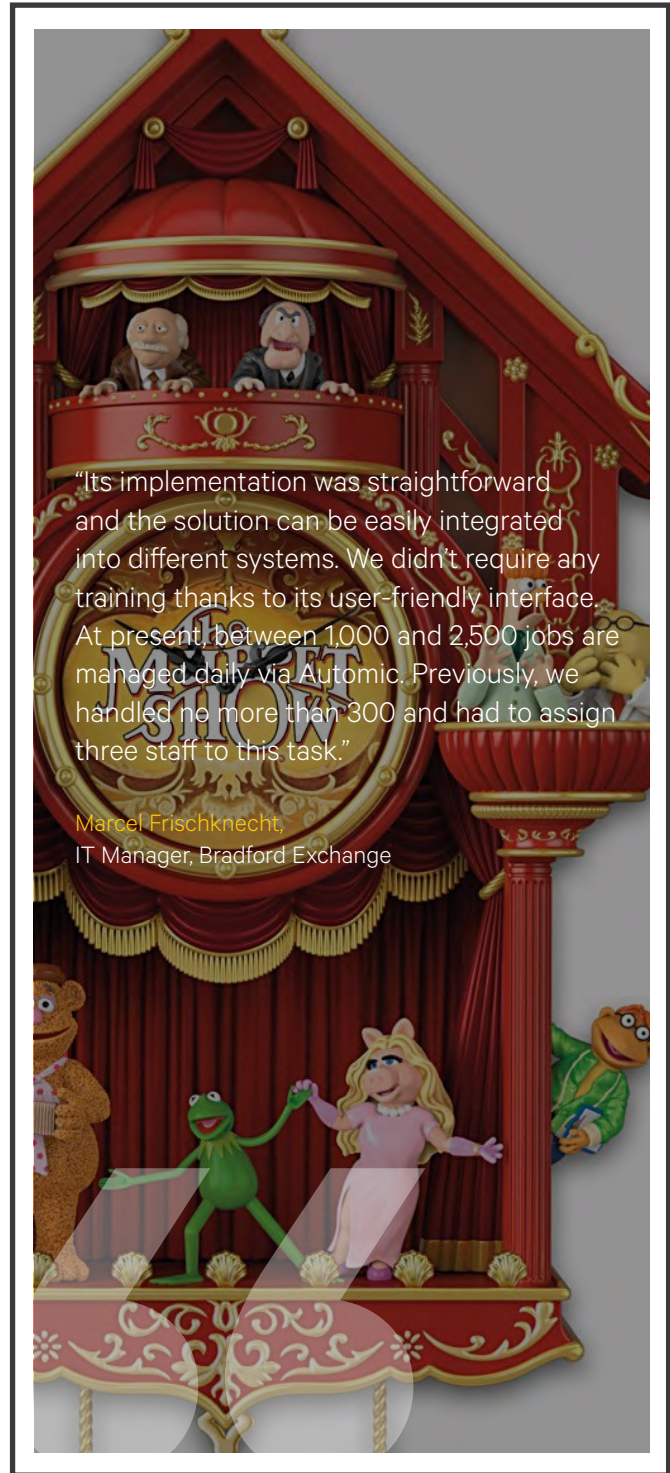
Automic Workload Automation currently manages several thousand jobs a day via the mainframe, thus enabling all processes from placing the order to generating invoices, issuing reminders, and carrying out collection procedures to run completely automatically. Not to mention that copying jobs, sending emails, importing FTP files, archiving, as well as merging and renaming files are tasks that have now also been automated, saving Bradford even more time.

The flexibility offered by Automic Workload Automation was the clincher for Frischknecht: "Its implementation was straightforward and the solution can be easily integrated into different systems. We didn't require any training thanks to its user-friendly interface. Our three IT staff created and integrated numerous processes within just two weeks and used the time to develop the system further. At present, between 1,000 and 2,500 jobs are managed daily via Automic. Previously, we handled no more than 300 and had to assign three staff to this task."

**Improvement for Bradford: better supply capability and more satisfied customers**

Implementing the Automic product has also enabled order data to be processed significantly more quickly and reports to be generated for the various countries and management. This is because a task that previously took around eight hours is now performed in one or two hours. As a result, in the case of order data from the individual countries, for instance, the process of importing this data, carrying out a credit check and generating a report can be carried out several times a week.

"We now process the data every day. This means that orders can be delivered more quickly which has had a positive impact on customer satisfaction," explains Marcel Frischknecht. "In addition, our IT staff can now devote themselves to other tasks such as further developing systems and processes. I believe that the investment in Automic is the best IT investment that we have made in recent years. The cost-benefit ratio is perfect and the benefits from it are huge. As the solution is so flexible, you can basically connect anything that you want to automate."



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For more information or product demonstration please visit [www.automic.com](http://www.automic.com)