



Mainframe Meets Big Data: BluePhoenix Announces Partnership with SQLHA to Unlock Mission Critical Legacy Data

New Services leveraging SQL Server to corral legacy data, support enterprise business intelligence and analytics

BluePhoenix (www.bphx.com) (NASDAQ: BPHX), the legacy application lifecycle company, announced a partnership with SQLHA. The partnership will deliver SQL Server Architecture and Performance Tuning services from BluePhoenix's ATLAS Platform.

"This is about unlocking all the data necessary to make big decisions," says Rick Oppedisano, BluePhoenix Vice President of Product R&D and Marketing. "Nobody wants to report on 60% of their data, especially if the other 40% is packed with decades of business value. Whether it's structured or not, legacy data is being integrated with data warehouses or converted to new, modern systems for analytics. This partnership delivers a solid foundation for these efforts, reducing risk while optimizing target system performance."

Officials from Microsoft have also noted this trend in the global enterprise. "By moving to SQL Server from the mainframe data stores, IT is able to deliver on self-service Business Intelligence (BI)," says Bob Ellsworth, Microsoft's Worldwide Director of Platform Modernization. "SQL Server's integrated analytics and reporting services enables the end-users to derive their own insights to drive quicker and better informed decisions."

SQLHA, based in Waltham, Massachusetts, globally delivers architecture, design, and deployment services for SQL Server. The partnership will deliver Architectural Validation and ongoing Performance Tuning services to BluePhoenix customers worldwide.

Customers with legacy systems can now leverage BluePhoenix to:

- [Unlock data in legacy systems](#) like VSAM, ADABAS, IDMS and more for integration with modern SQL Server deployments
- [Convert legacy applications](#) from COBOL, CA GEN, Natural and more to Java or C#
- [Validate SQL Server architecture](#) for performance, availability and scalability
- Leverage a monthly service to [maintain SQL Server health and performance targets](#)

"No other provider in our space can offer this kind of end-to-end service," says Oppedisano. "This preserves the legacy business logic layer and generates a target environment with maintainable code. There are no code containers, emulators or third-party plugins. Therefore, customers don't lose years of intellectual property sunk into the legacy system and are free to develop or integrate in the manner of their choice," says Oppedisano.

"By partnering with BluePhoenix, we provide customers with best-of-breed migrations and SQL Server deployments that meet the needs of today as well as tomorrow," says Allan Hirt, Partner and co-founder of SQLHA.

Andres Cubero, CIO of BluePhoenix customer Jetro Cash & Carry, acknowledged the business benefits of this scenario. "The BluePhoenix solution enables us to maintain the business logic of the legacy environment while taking advantage of newer, more robust Microsoft technologies. We'll be able to process and share data between business groups quicker with less risk, creating a distinct competitive advantage for Jetro."

With BluePhoenix's ATLAS Platform, customers:

- **Reduce MIPS and Overall Mainframe Cost By 50%**
BPHX's [Batch In The Cloud](#) service leverages off-mainframe processing power to significantly reduce batch processing cost. [Use cases](#) for this service are detailed in BluePhoenix's website blog.
- **Unlock Legacy Data, Get the Big Picture**
Businesses looking to make better decisions based on data are hampered by legacy systems. BPHX's [BI Enablement Services](#) enable companies to integrate legacy databases like IDMS with SQL Server, DB2 and Oracle.
- **Modernize legacy COBOL, Natural, CACOOOL:GEN apps and legacy ADABAS, VSAM and IDMS databases**
BPHX's [Automated Translation](#) technology is the only solution on the market that guarantees a 100% business logic and functionality match between source and target environments. Customers keep the best of their legacy system while moving to a modern codebase and infrastructure. This service translates legacy languages like Natural, CA COOL: GEN and COBOL to Java or C# and legacy IDMS, ADABAS and VSAM to DB2, SQL Server and Oracle.
- **Use Maintainable Code**
Our [Automated Translators](#) generate clean, maintainable Java and or C# code. This approach reduces project risk and gives the customer freedom of choice for their architecture, data tier and physical infrastructure.

For more on BluePhoenix: research, whitepapers and case studies are available on the company's website at www.bphx.com.

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About BluePhoenix Solutions

BluePhoenix Solutions Ltd. (NASDAQ: BPHX) is the leading provider of legacy application lifecycle solutions. The BluePhoenix portfolio includes a comprehensive suite of tools and services for automated database and application migration. Leveraging over 20 years of best-

practice domain expertise, BluePhoenix works closely with its customers to minimize risk and provide a clear path from legacy platforms like COBOL, Natural/Adabas and others to modern solutions like SQL, DB2, Java and more. BluePhoenix customers come from diverse industries and vertical markets such as automotive, banking and financial services, insurance, manufacturing, and retail. BluePhoenix has 6 offices in the USA, UK, Italy, Romania, and Israel.

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