



Parrini

“This project has given us new business options for the future. The improved information flow, made possible by the Clerity technology, is allowing us to offer expanded services to new and existing customers. And we are confident that the Clerity environment will grow with us.”
- Walter Busca, IT Director, Parrini

Highlights:

- Reduced processing and backup time by 60%
- Improved batch processing time by 85%
- Lowered total cost of ownership (TCO) by 70%
- Preserved existing investments in legacy applications

Reducing IT operating costs and improving data access

From corporate offices in Rome and Milan, Parrini & C. S.p.A. (Parrini) manages a complex logistics schedule to distribute nearly 900 popular magazines to 36,000 news stands, kiosks and stores throughout Italy. The operation requires immense coordination, fueled by a steady flow of supplier, shipping, and customer information.

As the diversity and number of publications grew in recent years, and dozens of retail outlets were added, it became more challenging for Parrini to manage this intricate web of publication schedules and deliveries with its slow, overloaded mainframe and IBM® DB2® database. The mainframe became overtaxed and could not provide information as rapidly as was needed to insure that all deliveries were made smoothly. The mainframe was also difficult to manage due to inherent complexity and a lack of features, flexibility, and capacity for growth.

Due to exponentially increasing business activities, Parrini sought a system that could easily expand in size and functionality, without requiring re-investment in new systems in a short time. An additional and equally essential criteria for the new system was to develop a customized solution for printing to allow Parrini to continue its existing process of file management. Turning to Clerity, the company rehosted its valuable legacy applications to an open systems environment to provide reliable, split-second information to ensure on time delivery of the right publication to the right retail outlet.

As a result of using UniKix™ Transaction Processing Environment (TPE) software to migrate its valuable customer data to an Oracle database, the company protected its significant investment, saving months of staff time and reducing costs. Most importantly, the new open environment allows Parrini to utilize the customer database in the way it was designed: to provide important distribution information to employees who keep the magazines reaching the readers on time. The rehosted environment lowers Parrini's TCO by 70%, enabling the company to significantly trim its IT budget and effectively manage future IT costs. It also opens up new business opportunities.

About Clerity

Clerity is a leading full-service provider of legacy migration, modernization, and optimization solutions. Drawing from over 16 years of experience, Clerity recognizes that companies have significant investments in core applications and procedures and provides a wealth of low risk, high value tools, technology, and services to reduce IT costs without sacrificing current functionality and service level agreements. Headquartered in Chicago, Illinois with offices worldwide, Clerity has customers in all in major countries, including some of the largest financial services ISVs and Fortune-class end users.

Learn how Clerity can provide an evolutionary path forward for your application and data environments at www.clerity.com.



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