Paragon Direct

Fast, Efficient Mailing List Processing With *3770Link*

Highlights

3770Link offers full-featured 3770 SNA/RJE terminal emulation in a wide range of computing environments. One version of 3770Link operates as a client to Microsoft SNA Server; a second version can provide the functionality of a 3770 terminal in a standalone Windows 95 or Windows NT environment. 3770Link features a modern graphical user interface with intuitive menus for easy, efficient interactive operations. A powerful script language supports automated, unattended sessions. The SNA Server version of 3770Link is approved to carry the "Designed for Microsoft BackOffice" logo.

"3770Link is indispensable to our business. It allows us to work quickly and efficiently to serve our customers' needs—and it vastly streamlines our ability to move vital information back and forth between the mainframe and our PC network. Serengeti is a superb partner who is more than willing to work with us on making 3770Link the best possible solution for this environment."

Jim Tyler
Paragon Direct

Comprehensive Computer Services for Catalog Publishers

These days, catalog sales can account for a major portion of a company's revenue, with consumers and businesses alike ordering everything from clothing to medical supplies, books to weather gear, backyard furniture to office equipment through the mail. As today's savvy catalog publishers know, capturing these sales calls for more than just attractive product layouts and appealing descriptions. Maximizing a catalog's pay-off requires mailing lists that are complete, correct, and up to date—and with these lists often containing thousands or even millions of names and addresses, that can be a tall order.

That's why more than 100 business-to-business and consumer catalogers nationwide count on Milwaukee-based Paragon Direct for programming and processing services that make mailing lists more effective. After receiving a client's current list on tape or diskette, Paragon performs "address hygiene," which involves correcting zip codes,

updating addresses, and eliminating duplicates. Special "mailstream" software is used to qualify massive mailings for bulk discounts; key codes are added; and addresses are readied for ink jet printing. In addition to these more or less standard routines, Paragon performs custom programming to meet clients' specific needs. A mailing list might, for example, be divided into mailings to occur over five months, requiring a program for dividing the files, assigning unique key codes, and so on.

All job processing occurs on Paragon's IBM mainframe, using execution statements in the job control language (JCL) common in mainframe shops. Microsoft SNA Server controls communication between the firm's PC network and the mainframe. And, so that programmers can edit the JCL statements on their PCs, then submit the JCL for processing on the mainframe, Paragon uses the powerful 3770Link terminal emulation product from Serengeti Systems.

"In addition to transmitting JCL from the PC platform to the mainframe for execution," says Jim Tyler, director of Technical Services at Paragon, "we

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also rely on 3770Link for the opposite. Output from the mainframe is downloaded to PCs in the form of reports that can be brought into Microsoft Word for touch-up, faxed or emailed to the client, printed out to be viewed internally, or whatever.

"Because of 3770Link," Tyler says, "we can use the better editors available on the PCs to make JCL editing easier and more efficient. Plus, people have more CPU cycles available on their own PCs and can work much faster there than on the mainframe. By supporting reliable SNA remote job entry (RJE), file transfer, and more, 3770Link improves our operations considerably."

Reliable, User-Transparent Operation: Saving Time, Cutting Overhead
In implementing 3770Link, one of Paragon's key goals was to make the JCL and output report file transmissions as transparent to users as possible. A related objective was to have 3770Link operating as "a server-type product," recalls Tyler, "without the overhead involved in every user's desktop running the client-side 3770Link application. We wanted to eliminate the need for interactive operation and automate the entire spectrum of 3770Link tasks."

In response to this need, Serengeti enhanced the 3770Link product by adding a "hot reader" function, which enabled Paragon to develop a process whereby the JCL files are placed in a special directory, then automatically

"picked up" by 3770Link and sent to the mainframe. A 3770Link script instructs the product to check the directory every few seconds and transmit any files that may be there. For the output report files, other scripts instruct 3770Link to get the files from the mainframe and download them to the PC.

"This automated operation not only saves time and CPU resources," says Tyler, "but it eliminates the need to train users in 3770Link interactive operations. 3770Link vastly simplifies and streamlines users' work, yet they don't even see the product."

A Powerful, Easy-to-Use Script Language
Tyler was able to write just four 3770Link scripts to automate all the tasks needed by the Paragon operation, with each script initiating a logical unit (LU) session that is key to the process. One LU moves the JCL to the mainframe; a second retrieves output from the mainframe list queue; a third gets output from the mainframe punch queue; and the fourth prints output on a printer attached to the PC.

"In the old days," Tyler says, "it would have taken four terminals to accomplish what 3770Link lets us do with a single PC. What's more, the scripting language is very rich and full-featured. There is complete reference information for each command. And using the language is so easy that it just took me a few minutes to write all the scripts we needed."

A Dependable Partnership With Serengeti
"Serengeti's willingness to work with me was the most valuable aspect of adopting 3770Link," says Tyler, whose organization beta tested early versions of the product. "I was able to provide enhancement requests, and Serengeti would respond quickly and effectively to meet our needs. Serengeti was totally responsive in making sure everything worked the way we needed it to.

"We look forward to a continuing strong relationship with Serengeti," says Tyler. "3770Link will, for example, be very instrumental in assisting us with an eventual transition of the application development from the mainframe to the PC."

About Serengeti Systems
Serengeti Systems is the recognized leader in Binary Synchronous Communications (BSC) technology and Remote Job Entry (RJE) PC-to-mainframe connectivity. The company has developed PC-to-legacy systems integration products for Windows 3.x, Windows 95, Windows NT, OS/2, MS-DOS, UNIX and AIX systems since 1986.

Give Serengeti a call, and find out why customers like Paragon Direct choose Serengeti as their communications provider. For more information about Paragon's powerful mailing list processing services for the direct marketing industry, call 414/362-1111.

3770Link
SNA Server Version

Designed for
Microsoft®
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Serengeti Systems

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