



CASE STUDY

Horizon Blue Cross Blue Shield of New Jersey Cuts Host Access Costs by Replacing Dial-Up Service with Remote TN3270 Access

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- ELIMINATE SOFTWARE/UPGRADE DISTRIBUTION, INSTALLATION AND MAINTENANCE COSTS

Horizon Blue Cross Blue Shield of New Jersey Cuts Host Access Costs by Replacing Dial-Up Service with Remote TN3270 Access.

Horizon Blue Cross Blue Shield of New Jersey is the state's largest health insurer. Its goal, which has remained the same since way back in 1934, is to provide individuals and employers in New Jersey with convenient access to quality health care, wherever they live or work.

The Challenge

Horizon Blue Cross Blue Shield of New Jersey (Horizon BCBSJ) currently accesses mainframe CICS applications across the Internet. The remote users consist of telecommuters, after-hours home users, and business partners.

The CICS applications that they access over the Internet, using Zephyr's Web-to-Host solution, relate to claim processing and claim look-up.

Prior to adopting Internet-based mainframe access via PASSPORT, Horizon BCBSNJ was using a '1-800' dial-up service from what was IBM's ADVANTIS network (later acquired and operated by AT&T) to provide their workers with mainframe access from home. This dial-up service was costing them, on average, a staggering \$10/hour per user!

The Challenge

PASSPORT's Web-to-Host capability has already paid handsome dividends to Horizon BCBSNJ. Being able to use the Internet as an 'alternate dial-up' mechanism via PASSPORT has slashed their remote access costs to a fraction of what they were in the past.

Unlimited mainframe access with PASSPORT, over the Internet, is now costing them less than \$40/month per user since this remote access is

realized using standard ISP accounts [e.g. \$19.95/month] and the unlimited local-calling option from the phone company [e.g. \$20/month].

PASSPORT further reduced the total cost of ownership (TCO) by eliminating software/upgrade distribution, installation and maintenance costs. The overall cost savings thus realized by Horizon BCBSNJ, thanks to PASSPORT, are ongoing and very significant.

The key factors that contributed to the total reduction in the TCO are PASSPORT's ability to safely, reliably and transparently use the Internet for remote mainframe access, via standard ISP accounts – thus eliminating what were very steep, per hour, dial-up charges and the browser-based aspect of PASSPORT that obviated the need to manually install, upgrade and maintain individual copies of host emulation software on over 1,000 geographically scattered PC's.

PASSPORT was not the only thin client Web-to-Host product that was considered by Mr. Scott Forsys, Senior Network Architect for Horizon Blue Cross and Blue Shield of New Jersey, when he was looking for a cost competitive Internet-to-mainframe solution as an alternate access to their expensive '1-800' dial-up scheme. He also looked at IBM's Host On-Demand Java applet client and OpenConnect® Systems' OC://WebConnect® Pro. PASSPORT outgunned these two products in three critical areas to emerge as the preferred solution.

The three crucial attributes of PASSPORT that endeared it to Mr. Forsys, compared to the other two products, were the remarkable ease of implementation, tangibly superior performance, and its conspicuously obvious ease of use characteristics.

Mr. Forsys' praise of PASSPORT's 'ease-of-everything' properties are unstinted:

"simplicity is perfection as far as I am concerned, and PASSPORT was simple to install and simple to use. Zephyr's support was fantastic. My web server administrator and I installed the software on our IIS web server in less than 60 minutes. I made two support calls to Zephyr during that process... but that was because we hadn't read the instruction manuals. The process really is so simple and intuitive that you feel that you don't need to read the instruction book."

This is indeed high and pertinent praise that basically says that it is a Web-to-Host solution that is so simple to install and activate that you don't even need to read any instructions.

This is something you cannot typically do with a simple desktop productivity application, game or for that matter a VCR – and in this case, you are talking about a sophisticated, multi-user, browser-invoked TCP-to-SNA access product.

About Horizon Blue Cross Blue Shield NJ

For more information on Horizon Blue Cross Blue Shield New Jersey and its services, visit www.horizon-bcbsnj.com.

About PASSPORT Web to Host

PASSPORT Web to Host® features a suite of advanced TN3270E, TN5250E, VT, SCO ANSI and Wyse terminal emulation clients and FTP file transfer for Microsoft Windows.

With HLLAPI, Object API, SSL/SSH security, Visual Basic Scripting and more, PASSPORT represents a comprehensive host access solution.

The ActiveX Client can be deployed from a centralized web server such as Microsoft Windows IIS or IBM WebSphere and is an ideal alternative to desktop and remote emulators.

3270 is our Business

Zephyr specializes in 3270 communication, whether from a Windows 7 desktop, XP, Windows 2008 Server, a standard web server or virtual server. If you seek IETF standard TN3270E solutions for Microsoft Windows, Zephyr is the number one supplier to consider.

Founded in 1985, Zephyr is an employee owned company that is debt-free and consistently profitable.

The large majority of our revenue recurs annually and the company maintains an almost 100% renewal rate of its products and services. Zephyr maintains offices and distributors in the U.S., UK, Germany, South Africa and throughout Latin America.

One Source for TN3270E Legacy Application Integration and Terminal Emulation

If you seek to use the TN3270E protocol for communication with your IBM mainframe, why not use the same supplier for both legacy application integration and advanced terminal emulation?

Our Client List is Impressive

Our client portfolio includes large banks such as Bank of America Merrill Lynch, Comerica, U.S. Bank and Wachovia, as well as large insurance companies such as Liberty Mutual, Nationwide Insurance and Progressive.



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Zephyr excels at connecting Microsoft Windows desktops and servers to IBM mainframe, AS/400 and UNIX host applications. Whether using our PASSPORT terminal emulation for Windows 7 or the PASSPORT host integration client or server for legacy integration, Zephyr helps organizations lower host access costs through secure, standard TN3270E, TN5250E, VT, SCO ANSI, Wyse 60 and FTP solutions.

Our impressive client list features many notable U.S. and international organizations, including Banco BPI (Portugal), Bank of America Merrill Lynch, Comerica Bank, First National Bank (South Africa), Huntington Bank, Landesbank Baden-Württemberg (Germany), Liberty Mutual, Nationwide Insurance, Progressive Insurance, Otis Elevator, Saks Fifth Avenue, State of California, Wachovia and Wyndham Vacation Ownership.

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