



## Data Processing Services, Inc.

Bringing it all together



Established in 1969, DPS is a recognized leader in turnkey information systems design (including hardware, software, and services) for the periodical distribution and warehouse automation industries. DPS is a diversified international company with clients throughout the world, including major installations in Europe, Canada, the Caribbean, the Far East, and the United States.

### Background

"When I joined the company, I was the new guy telling my employer that they needed to switch to a different terminal emulator," said Guy Buckmaster, Director of Marketing and Sales for Data Processing Services, Inc. (DPS). "And the SmarTerm product offered advantages that we simply could not ignore." Buckmaster's responsibilities include developing alliances, relationships, and product specifications with DPS vendors and business partners.

"Our customer base processes nearly a billion dollars in transactions a year," said Buckmaster. "Basically, our systems help customers use operating, demographic, product category and financial data to deliver the right products to the right retailers in the right quantities to maximise profit and minimise costs," said Guy Buckmaster, Director of Marketing and Sales for Data Processing Services, Inc. (DPS).

In the DPS host computing environment, Windows desktops connect to IBM RS/6000 systems via TCP/IP and VT220 emulation.

### Challenges

DPS needed a full-featured yet affordable solution for integrating Windows desktops with the data processing applications residing on its RS/6000 host systems. "I recommended SmarTerm based on my positive experience with the product at another company," said Buckmaster. "Most importantly, I liked the robust feature set in SmarTerm. The FTP capabilities, keyboard remapping, the SmartMouse® capability, the macro recorder, multi-session capability, cut and paste, and all the other features, along with the standard Windows features, are neatly tied together in one competitively priced package."

According to Buckmaster, DPS did consider alternatives to SmarTerm, but "the competition just did not have all the capabilities of SmarTerm built into a single solution. They had parts of the full set of tools here and there in sub-modules, but not in one complete package. SmarTerm really won DPS on a competitive basis, and it's now our de facto standard for PC integration."

### Solutions and benefits

DPS clients benefit from easy local network and dial-up connectivity with SmarTerm. "Not only does SmarTerm provide LAN access to our host applications, but also remote access," said Buckmaster. "Combined with the excellent technical support we get, they are super to work with."

"On one occasion, I was going out to do a demonstration for a customer, and my laptop died," Buckmaster recalled. "I picked up a replacement, but when I tried to load SmarTerm I wasn't able to dial in to do the demonstration. So, I called support. They walked me through the issues, and I was up and running in about 20 minutes at the customer site."

"There's never been a time when a question I had was too out-of-the-ordinary. Especially because my relationship has been a little unusual in that, at times, I've needed to have SmarTerm product delivered to me by non-standard means. They've adapted to my needs, and that's made me a truly loyal customer," Buckmaster added. In addition, Buckmaster reports that SmarTerm has been partly responsible for winning new business for DPS. "SmarTerm has made it easy for us to position our product through a familiar PC Windows-based user interface that would not have been present in our product otherwise," he noted. "It can make a character-based system look and feel like a full-fledged Windows-based system without sending us back to the drawing board."

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Guy Buckmaster ■ Director of Marketing and Sales  
■ Data Processing Services, Inc. (DPS)

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