



CASE STUDY: SRD

OLD WAVE. NEW WAVE. ROGUE WAVE.

Rogue Wave® SourcePro® Core and SourcePro® DB enabled SRD to provide high-performance, cross-database applications to its customers and facilitate support for multiple platforms and databases.

“Undoubtedly, using Rogue Wave SourcePro Core and SourcePro DB enabled us to provide our customers the variety of operating systems and database platforms they demand. Rogue Wave® components made the integration of these new platforms seamless for our development team, enabling them to focus on their core competencies.”

Linda Mundy
Director of Quality Assurance
SRD

SRD THE ORGANIZATION

SRD has been in the business of helping organizations accurately recognize identities since 1983. The company’s identity recognition and relationship awareness solutions provide critical information infrastructure to support both the federal government and Fortune 500 companies in effectively managing operational risk and security risk while protecting personal privacy.

SRD’s solutions are based on its proprietary Entity Resolution technology, which is the result of more than 20 years of research and development (R&D). This technology extends insight beyond existing identity recognition technologies by incorporating both relationship awareness and anonymizing technologies. The blending of these technologies has created the industry’s most accurate identity platform for answering the questions of who is who and who knows who for organizations who want to share data anonymously. SRD’s product leadership philosophy keeps its technology years ahead of the competition and safeguards its position as the identity-recognition-software leader.



A QUOVADIX DIVISION

THE NEED TO PORT LEADING-EDGE TECHNOLOGY TO MULTIPLE PLATFORMS

SRD's identity recognition and relationship awareness software solutions include:

- » ERIK™: Identity recognition software that allows an organization to bring together multiple, disparate identities and data attributes to accurately recognize an individual, despite inconsistencies in how they are represented
- » NORA™: Non-Obvious Relationship Awareness (NORA) software that takes identity recognition beyond a 360-degree view to allow an organization to identify relationships (link analysis) that an individual may have to external elements—be they other persons, organizations, or governments.
- » ANNA™: Revolutionary, patent-pending, de-identification technology that anonymizes any data set and watch list or customer file to enable safe, effective collaboration and sharing activities without exposing sensitive information or violating personal privacy

As the success of these software products increased, the need to support new hardware and database platforms became critical. SRD was faced with the potential loss in revenue associated with not offering cross-platform solutions as current customers used a variety of platforms and database combinations in their existing systems. Undoubtedly, to maintain its leadership position, SRD required a software solution that would enable them to quickly port its leading-edge technology to a myriad of different platforms.

By developing clearly defined criteria for the type of porting solution that would match SRD's needs, the company determined that Rogue Wave Software's enterprise C++ development tools were a perfect fit. SRD's solution criteria included:

- » Solution must provide the ability to rapidly port mission-critical enterprise applications from C++ to different platforms and database structures.
- » Solution must minimize time it takes to bring solutions to market on new platforms and databases.
- » Solution must maximize developer productivity.
- » Solution must provide reusable, cross-platform, cross-database components for Linux, Solaris, Windows, and AIX.
- » Solution must facilitate ease-of-use and portability of Java, while enabling the use of SRD's existing high-performance C++ algorithms.
- » Solution must provide exceptional performance.
- » Solution must provide broad support for operating-system platforms and relational databases.
- » Solution must make source code accessible.

Rogue Wave Software's world-class reputation and satisfied customer base were also key considerations in SRD's selection process.

RAPIDLY PORT MISSION-CRITICAL ENTERPRISE APPLICATIONS WITH SOURCEPRO® C++

Foremost in the selection of Rogue Wave Software as SRD's solution provider of choice was the availability of development tools that would enable the company to get its leading-edge technology to market faster. As an ISV software company that releases two product versions per year, time-to-market is a critical factor in SRD's formula of success.

SRD embedded Rogue Wave® SourcePro® Core and SourcePro® DB in its software to provide high-performance, cross-database reusable components to its customers and facilitate support for multiple platforms and databases.

SRD is using SourcePro Core for the networking and threading solutions necessary to implement its central messaging engine (CME) architecture. SourcePro Core's broad range of fundamental C++ components helped SRD ease compatibility and development for its low-level C++ based applications. Further, the SourcePro Core components allowed SRD to port applications across all of the standard industry operating systems and compilers their customers required that they support. SourcePro Core handled the intricacies of complex tasks like threading, string handling, and internationalization, freeing developers to focus on the business application logic in its industry-leading identity resolution software.

SourcePro DB provides SRD's ERIK, NORA, and ANNA solutions with components that work across multiple databases. SourcePro DB provides a complete solution for object-oriented relational database access in C++. Leveraging SourcePro DB's layered architecture, SRD is simplifying writing database applications while preserving the ability to access native database client libraries. SourcePro DB also allows for the creation of applications that are reusable with databases from various vendors.

"Undoubtedly, using Rogue Wave SourcePro Core and SourcePro DB enabled us to provide our customers the variety of operating systems and database platforms they demand. Rogue Wave® components made the integration of these new platforms seamless for our development team, enabling them to focus on their core competencies," said Linda Mundy, Director of Quality Assurance, SRD.

"Our R&D staff needed to devote as much time as possible to our core identity recognition platform, without impacting timely maintenance and platform updates for our installed base. To accomplish this, we needed to replace some of the underlying components in our solutions with components that could be easily updated and would work with the various platforms our customers brought to the table. Rogue Wave Software components proved to do just that, and allowed us to focus on making SRD's powerful identity recognition software platform the best in the industry."

Andrew Friedrich
Director of Product Marketing
SRD

DECREASED TIME-TO-MARKET AND INCREASED DEVELOPER PRODUCTIVITY TO MAINTAIN LEADERSHIP POSITION

By utilizing SourcePro Core and SourcePro DB, SRD was not only able to achieve its goal of quickly and easily porting to new hardware and database platforms, but is also saving money in the process. This savings comes primarily in the increased developer productivity that is realized through the reuse of best-of-breed C++ components. Enabling developers to seamlessly create reusable components means they can focus on their core competencies to further enhance the identity resolution capabilities customers depend on.

“Our R&D staff needed to devote more time to our core product, identity recognition software, and less time to maintenance and upkeep for our customers’ platform updates. To accomplish this, we needed to replace some of the underlying components in our solutions with components that could be easily updated and would work with the various platforms our customers brought to the table. Rogue Wave Software components proved to do just that, and allowed us to focus on making SRD’s identity recognition platform the best in the industry,” said Andrew Friedrich, Director of Product Marketing, SRD.

Ultimately, the ease-of-use of SourcePro Core and SourcePro DB means that SRD will be able to speed its time-to-market, a crucial factor in the software space, without breaking the bank. Reduced development time will also help safeguard SRD’s position as the identity-recognition-software leader.



USA 1-800-487-3217
www.roguewave.com

USA 1-303-473-9118

FRANCE +33 (0)1 30 09 78 78

GERMANY +49 (0)6103 59340

UK +44 (0)118 9360710