

## Flowers Direct

### Challenge:

Tampa-based Flowers Direct (www.eflowers.com) provides floral arrangements and gift baskets throughout the US and Canada. Flowers Direct uses a complex computerized sending system to communicate within the company and their network of more than 25,000 professional affiliate florists.

After 20 years in the computer industry, Todd Robinson came to Flowers Direct as MIS Director in 1996. One of the many projects that needed to be done was to connect various Windows PCs around the office and give them access to the main call center SCO UNIX server. The software on the UNIX server was written to expect a Wyse 60 terminal on the other end. After the network was established, a quick try at using a standard off-the-shelf communications program proved "clunky." "The start up and shut down was slow and required too much user intervention," said Robinson. "PC users were wasting time and complaining that it was difficult to get into the program and often would simply close the coms window without exiting properly."

**"I liked the features in FacetWin, and the price was right too!"**

-Todd Robinson,  
MIS Director  
Flowers Direct

### Solution:

"The preciseness with which FacetWin executes Wyse 60 is the closest I have seen," Robinson said upon evaluating FacetWin. Concerning the implementation of FacetWin, Robinson said, "I found I could back out all the special changes and the programs really wouldn't know if they are connected to a real Wyse 60 or a PC! I have been able to install it on the laptops of our traveling people (along with some encryption software) and they now work with the same interface - no matter where they are. And everybody loves the one click startup and automatic shut down."

By retaining some of the code on the UNIX server, the terminal emulator in FacetWin provides such benefits as only using one UNIX license per user (rather than 1 per user session). In addition, by working with an application server software on the UNIX host, FacetCorp was able to include the QuickLaunch™ feature in FacetWin. This feature is easier to use and more elegant than the complex scripting solutions used by other emulators to automate login and application launching. As a native Windows NT 4.0 and Windows 95/98 application, the terminal emulator takes full advantage of Microsoft's latest user interface features.

That's not all. Robinson explained that the print services of FacetWin have proven to be a significant advantage. "FacetWin is easy to setup and maintain, and the Windows/UNIX printer sharing is extremely useful."



### SUMMARY

#### Corporate Profile:

Headquartered in Tampa, Florida, Flowers Direct is one of the leading florists in the United States. Flowers Direct delivers flower bouquets, plants, fruit and gourmet baskets throughout the U.S. and Canada.

#### Dilemma:

Flowers Direct needed a better Wyse 60 terminal emulator to replace the slow product they were using in their call center.

#### Resolution:

Flowers Direct chose FacetWin primarily for its Wyse 60 terminal emulation. Upon implementing FacetWin, Robinson estimates productivity to have increased by 40% at Flowers Direct.

#### System Snapshot:

UNIX Server: SCO  
Windows Clients: Windows 95/98  
Terminal Emulation: Wyse 60