# Repositioning the Company for Client/Server Computing

**Joanne Masingill**
Director, Client/Server Integrated Solutions & Services
Digital Equipment Corporation

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# Making Open Client/Server A Reality

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*Director*
*Client/Server Integrated Solutions*
*Digital Consulting*

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# Client/Server

- Definitions
- Changing Environment
- Client/Server Services Strategy
- Implementing Open Client/Server solutions
- Digital difference

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# Client/Server Definitions

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# Client/Server Is . . .

a) A buzzword
b) A style of computing
c) A technology
d) A legal term
e) Some of the above
f) None of the above
g) All of the above

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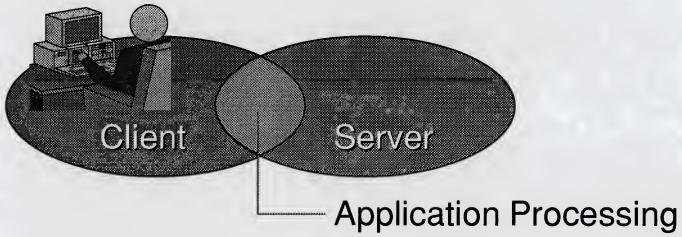
# Client/Server Definition

## *Classic 2-Tier Approach*

A style of computing in which application processing is shared between client programs, which request specific functions, and server programs, which provide those functions



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# Changing Environment

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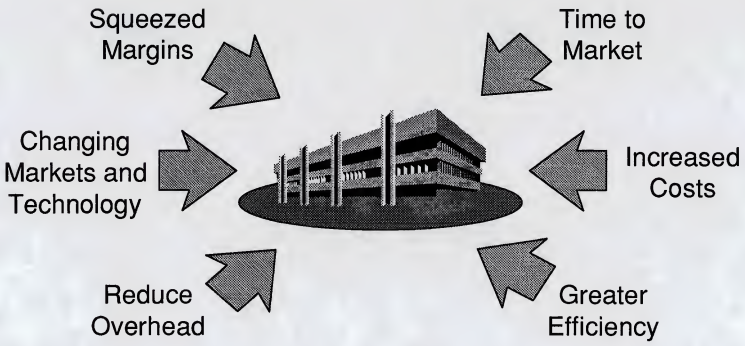
# Business Pressures




*This Means Change . . .*

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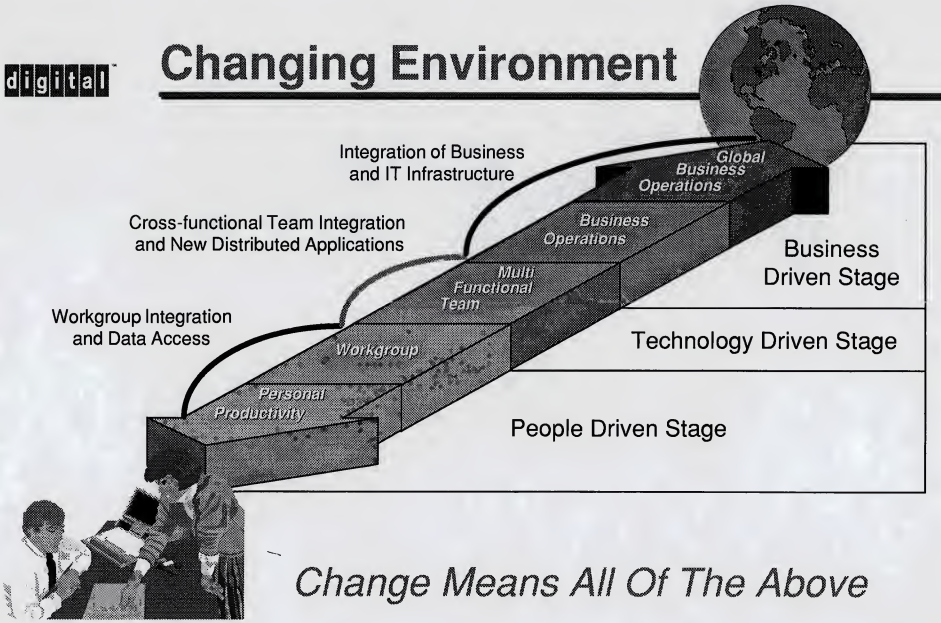
# Changing Environment




*Change Means All Of The Above*

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# Client/Server Services Strategy

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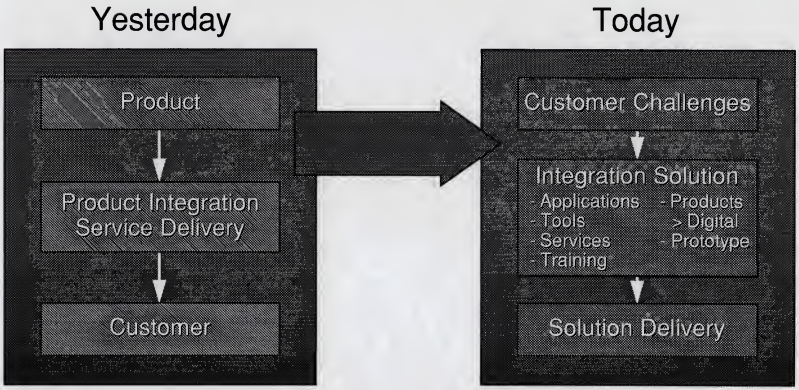
# Digital Consulting

## *Supporting Customer's Transition To Client/Server*



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# Client/Server Integrated Solutions And Services

# Digital Consulting Integration Services

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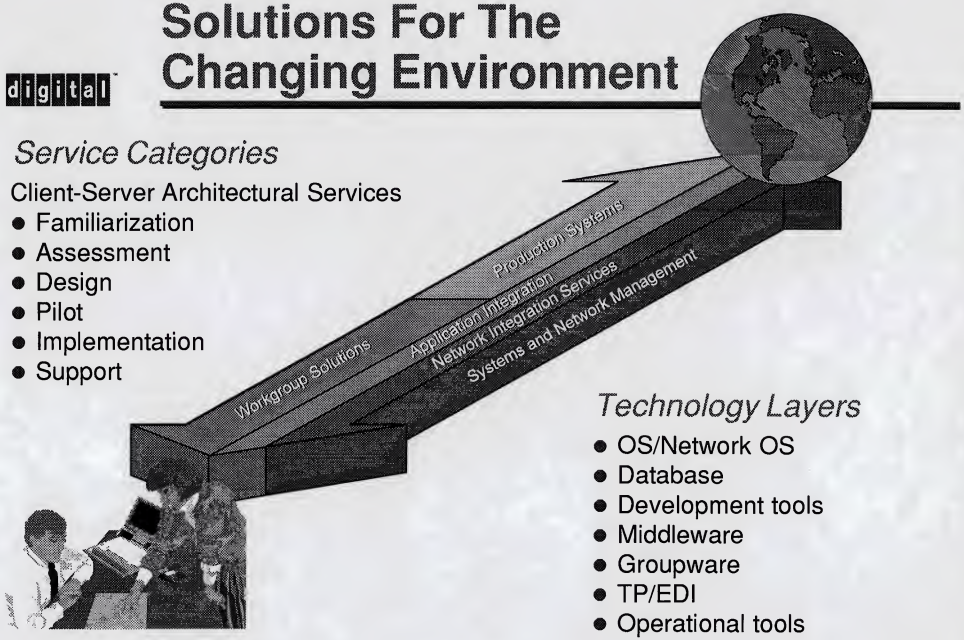
# Solutions For The Changing Environment

## *Service Categories*

Client-Server Architectural Services

- Familiarization
- Assessment
- Design
- Pilot
- Implementation
- Support




## *Technology Layers*

- OS/Network OS
- Database
- Development tools
- Middleware
- Groupware
- TP/EDI
- Operational tools

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# What Customers Ask For:

| | |
|---|---|
| **Familiarization** | "Help me understand what it means" |
| **Assessment** | "Help me understand how it would benefit me" |
| **Design** | "Help me plan for my immediate and future needs" |
| **Pilot** | "Help me get started with a live evaluation" |
| **Implementation** | "Help me get all my users up and running" |
| **Support** | "Help me reduce my cost of ownership" |

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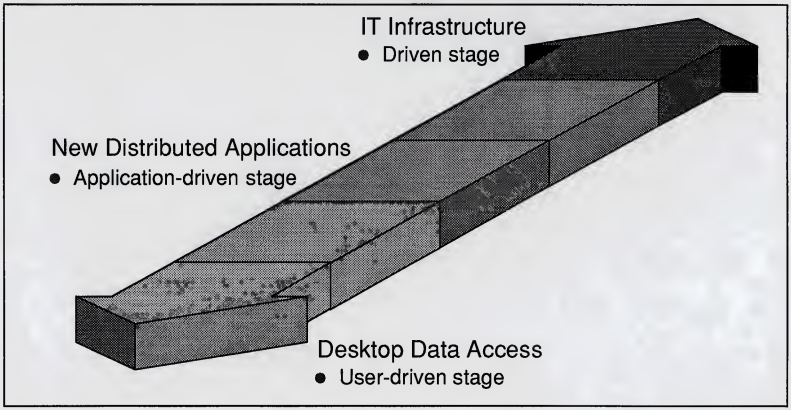
# Implementing Open Client/Server Solutions

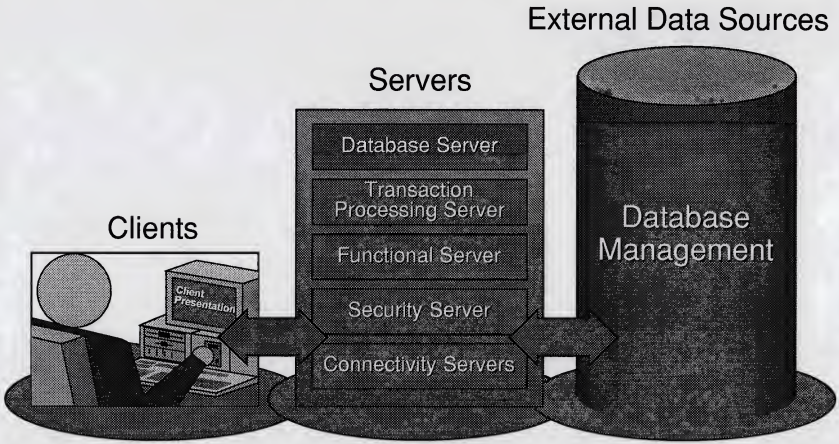
# Build Open Client/Server Systems

## *To Meet Business Needs*



# Open Client/Server

## *Evolving 3-Tier Approach*



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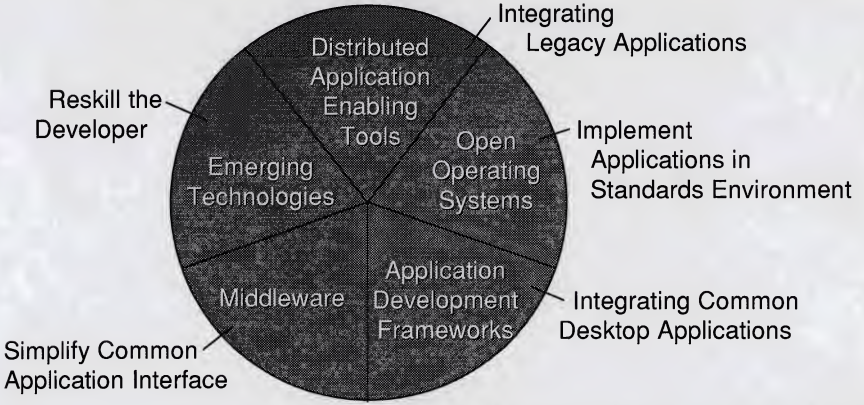
# Reskill Systems People

## *Adapting To The Client/Server Environment*




*. . . Application Integration*

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# Manage High Performance Operations

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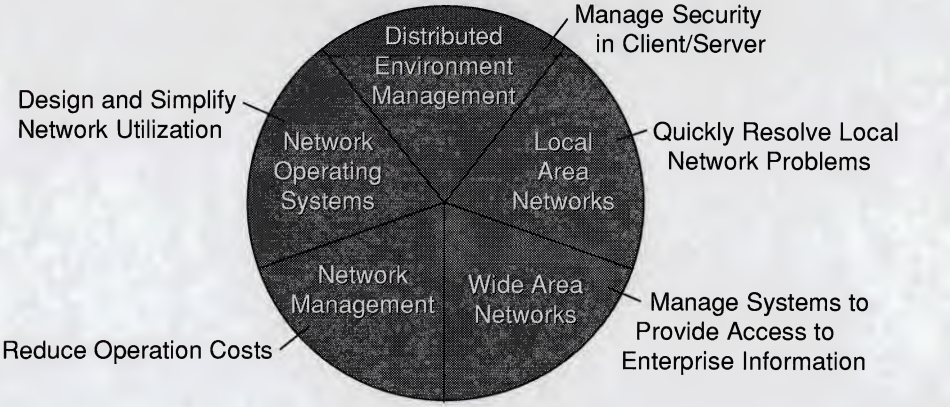
*Client/Server Environment*




*. . . Network Integration Services*

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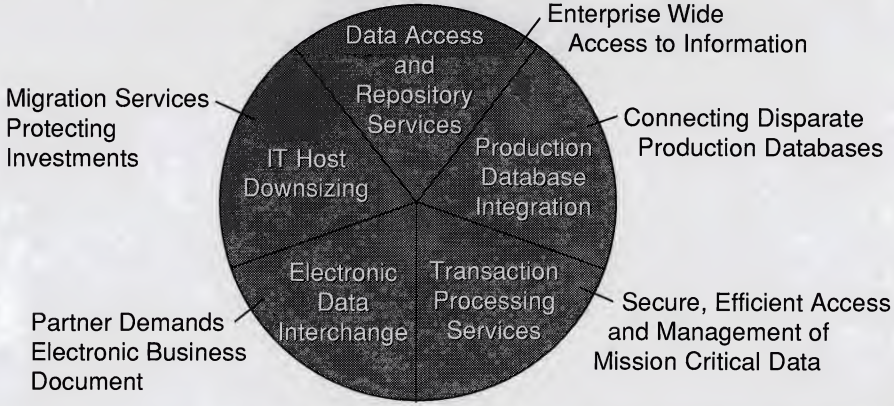
# Protect Existing Investments

## *In The Client/Server Environment*




*. . . Production Systems*

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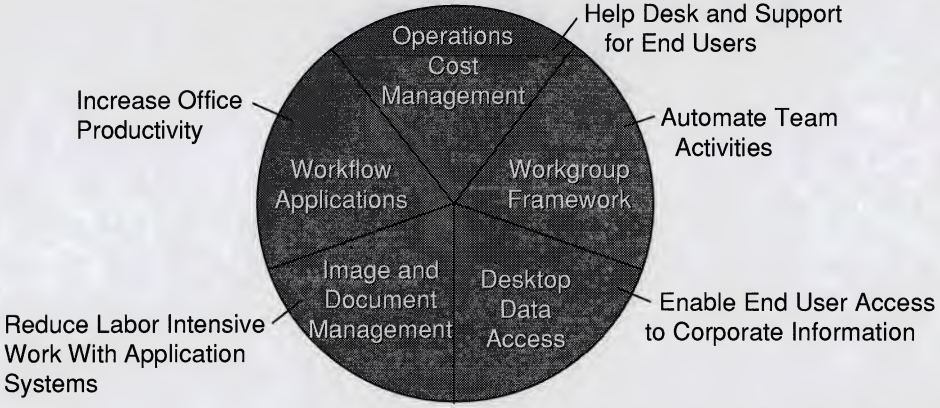
# Reskill End Users

## *Utilize Client/Server Productivity Tools*




## *. . . Workgroup Solutions*

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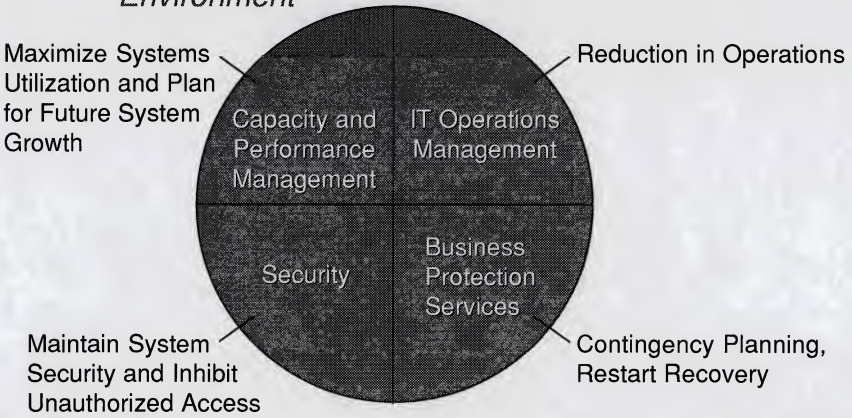
# Maintain High Availability

*Systems And Applications In The Client/Server Environment*




*. . . System And Network Management*

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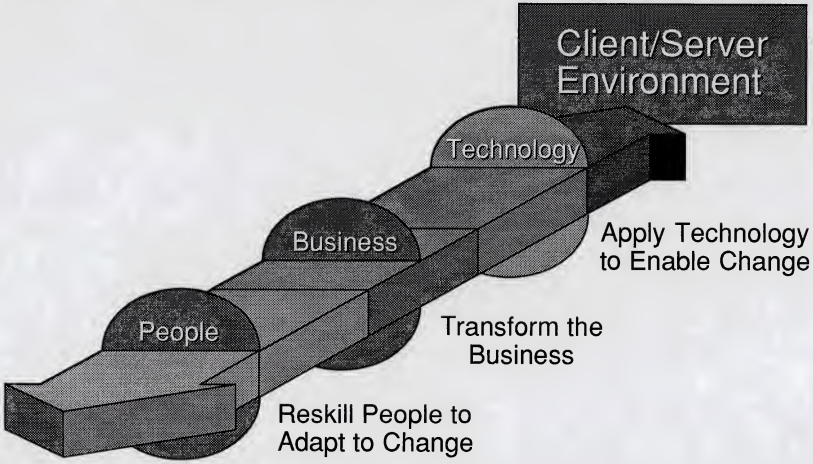
# Digital Difference

# Digital's Comprehensive Approach



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# Digital Difference

## *Technical Competencies*

- Open Client/Server architecture design
- Network integration and PC LAN integration
- Multivendor fault isolation and support
- Systems/networks management

## *Core Capabilities*

- Multivendor systems integration and solution creation
- Multivendor service engineering and technologies
- People skills development
- Customer engagement and management

## *Global Operations*

- 2000+ business /technology consultants
- 7000+ Client/Server service specialists
- 2800+ UNIX service specialists
- 700+ CNE in multivendor network operating systems

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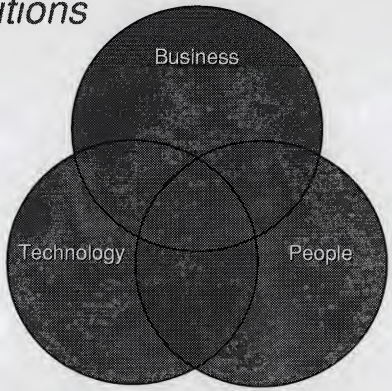
# Digital Difference

*. . . One Stop Open Client/Server Solutions*




An Integrated Implementation to Take Full Advantage of the Client/Server Solutions

# *JOANNE K. MASINGILL*
# *DIRECTOR, CLIENT/SERVER INTEGRATED SERVICES*
# *DIGITAL EQUIPMENT CORPORATION*

## *PROFILE*

### *CAPABILITIES*

Ms. Masingill is Director of Client/Server Integrated Services for Digital Equipment Corporation. In this role, Ms. Masingill is responsible for defining, creating, and delivering client/server solutions and services in the U.S. The range of services include solutions in downsizing, workgroup computing, and application migration services. These services focus on customer needs in understanding and effectively taking advantage of client/server technology to meet their business needs in the 1990s.

### *BACKGROUND*

Ms. Masingill joined Digital in 1988 and has held a variety of senior management positions with the company, including Director of Strategic Alliances and Business Development for Digital's Office Information Group, and Director of Business Development, Marketing and Operations for Network Integration Software and Database Systems.

During her career, Ms. Masingill has held numerous international operational, marketing, and management positions at AT&T, Mathematica Consulting division, and Squibb Corporation. She has been recognized as a leader in open systems applications and client/server integration solutions.

### *EDUCATION*

She received a B.A. with honors in Mathematics from Douglass College, Rutgers University, and has completed a number of executive education programs, including INSEAD Business School in Fountainbleau, France.