Becoming
The Leading Provider of
Windows Application Modernization
Solutions

- The Market

- The Offering

- Business Model

- Action Plan
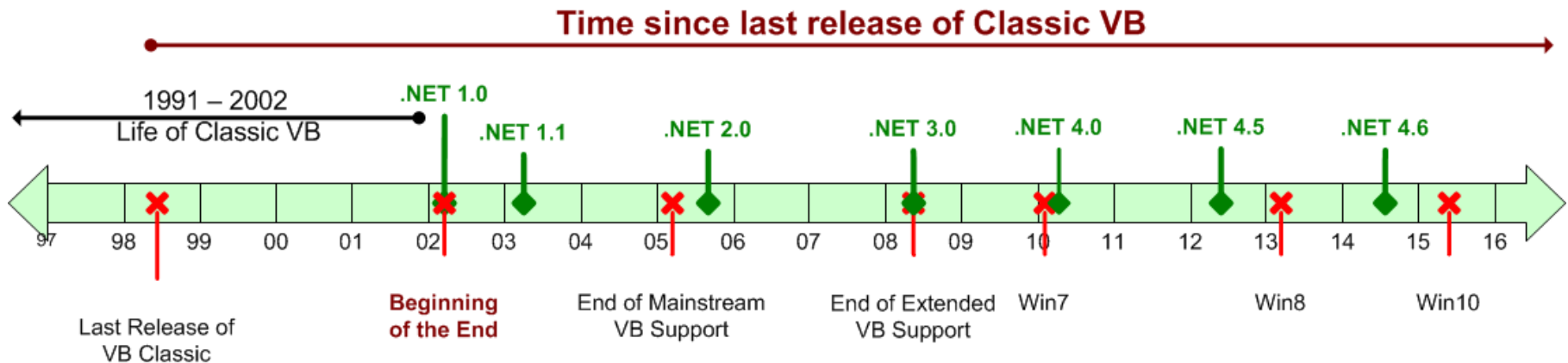
Great Migrations LLC

The Market: Change Happens

- ***THE PULL***
  - 2002: Microsoft releases a powerful new platform (.NET)
  - 2003, 2005, 2008, 2010, 2013, …: Major Releases of .NET
  - …, 2009, 2012, 2015, …: Major Releases of Windows

- ***THE PUSH***
  - 2008: Microsoft ends Visual Basic (VB6) support
  - 2014: Microsoft ends Windows XP support
  - 2015: Microsoft ends Windows Server 2003 support
  - 2019: Microsoft ends Windows 7 support

Time since last release of Classic VB

1991 – 2002
Life of Classic VB

.NET 1.0   .NET 1.1   .NET 2.0   .NET 3.0   .NET 4.0   .NET 4.5   .NET 4.6

97 98 99 00 01 02 03 04 05 06 07 08 09 10 11 12 13 14 15 16

Last Release of
VB Classic

**Beginning
of the End**

End of Mainstream
VB Support

End of Extended
VB Support

Win7

Win8

Win10

Unsupported legacy systems

- *Staffing challenges*
- *Integration challenges*
- *Consolidation challenges*
- *Inability to adapt*
- *Inability to innovate*

- *Increased operating costs and risk*
- *Eventual system failure*

- *Gartner Group Research (2010)*
  - *Rewrite = 60% of the original development cost*
  - *Total VB6 Conversion Market = **$14 Billion***

- *Forrester Research (2016)*
  - *"Migration of VB code is still a large market opportunity -- and the **URGENCY is growing**"*
  - *Over 1.2 million U.S. firms still using VB6 Roughly $1 Billion in revenues*

The Market: Customers

How to spot good prospects

- Organizations Established before 2003 (pre-.NET)
- Employing Windows Consultants
- Developing systems in VB6/ASP/COM
- Corporations / Government
  – Employee facing: desktop and web applications
  – Customer facing: web
  – E.g.: Insurance, Banking, Manufacturing, ERPs, etc.
- Independent Software Vendors
  – Customer facing: desktop / web
  – E.g.: Healthcare, Fleet Management, Retail, etc.
- Consulting firms
  – gmStudio Licenses, Training, Support
  – Expert Help/Sub-Contracting

The Market: Customers

www.GreatMigrations.com traffic (January to August 2018)

GM's current web marketing budget is less than $1000/month

Country	Acquisition			Behavior			Conversions Goal 7: gmStudio Trial Submit (	
	Users ↓	New Users	Sessions	Bounce Rate	Pages / Session	Avg. Session Duration	gmStudio Trial Submit (www) (Goal 7 Conversion Rate)	gmStudio Trial Submit (www) (Goal 7 Completions)
	2,391 % of Total: 100.00% (2,391)	2,353 % of Total: 100.13% (2,350)	3,388 % of Total: 100.00% (3,388)	57.20% Avg for View: 57.20% (0.00%)	2.35 Avg for View: 2.35 (0.00%)	00:02:08 Avg for View: 00:02:08 (0.00%)	6.20% Avg for View: 6.20% (0.00%)	210 % of Total: 100.00% (210)
1. United States	932 (38.82%)	908 (38.59%)	1,348 (39.79%)	58.01%	2.29	00:02:03	5.56%	75 (35.71%)
2. Canada	219 (9.12%)	217 (9.22%)	274 (8.09%)	69.71%	2.08	00:01:27	5.11%	14 (6.67%)
3. India	211 (8.79%)	209 (8.88%)	314 (9.27%)	50.32%	2.48	00:02:54	6.69%	21 (10.00%)
4. United Kingdom	194 (8.08%)	187 (7.95%)	246 (7.26%)	60.98%	2.20	00:01:41	5.28%	13 (6.19%)
5. Japan	101 (4.21%)	97 (4.12%)	144 (4.25%)	54.17%	2.51	00:01:58	2.78%	4 (1.90%)
6. Brazil	62 (2.58%)	62 (2.63%)	71 (2.10%)	61.97%	2.27	00:01:28	8.45%	6 (2.86%)
7. France	61 (2.54%)	61 (2.59%)	216 (6.38%)	65.28%	1.94	00:02:08	4.17%	9 (4.29%)
8. Australia	57 (2.37%)	56 (2.38%)	73 (2.15%)	49.32%	2.79	00:02:52	8.22%	6 (2.86%)
9. Germany	55 (2.29%)	52 (2.21%)	66 (1.95%)	57.58%	2.85	00:02:29	7.58%	5 (2.38%)
10. Italy	35 (1.46%)	35 (1.49%)	49 (1.45%)	51.02%	2.49	00:02:38	6.12%	3 (1.43%)

The Market: Customers

gmStudio Trial Requests (Warm Leads)		
Accenture	ADP	American Bankers Assoc.
BASF	Bosch	CA Technologies
Capgemini	Carlson Wagonlit	Charles Schwab
Chevron	Dell	DuPont
Dept. of Veterans Affairs	Federal Reserve Bank	Fiserv
GE Capital	Grange Insurance	Hitachi
Home Depot	Honeywell	Infosys
McKesson	Motorola	NetApp
PerkinElmer	Renault	Government of Singapore
Siemens	Sungard	Sunlife
Transamerica	Unilevel	Unisys
Verifone	WellsFargo	. . .

Value Proposition: Improved Systems

- Supported Platform
  - New Language
  - New Frameworks
  - New Tools
  - New Components
- Cleanup, Refactor, Document
- Best Patterns and Practices
  - Design Patterns
  - Coding Patterns
  - Object Orientation
  - Aspect Orientation

- Value Add Offerings
  - Configuration
  - Localization
  - Error Handling
  - Distributed Computing
  - User Interface
  - Mobile
  - Security
  - Composite Application Framework
  - **Business Functionality**

Value Proposition: Improved Processes

- **Improve Agility and Efficiency**
  - SCM Improvements
    - Repository Design and Cleanup
    - Continuous Integration
  - SDLC Process Improvements
    - Refactoring
    - Improved Debugging
    - Automated Code Review
    - Automated Testing: Unit, Performance
  - QA/QC Process Improvements
    - Requirements Traceability
    - Automated Testing: UI Testing (gmTest)
  - Systems Support Processes Improvements
    - Application Monitoring
    - Diagnostics
- **Application Roadmap**
  - web, mobile, integration

Great Migrations LLC

VB6/ASP ➡ .NET

VB6/ASP	.NET
• **Staffing challenges**	• **Strong, growing labor pool**
• **Integration challenges**	• **Integration options**
• **Consolidation challenges**	• **Consolidation options**
• **Inability to adapt**	• **Agility**
• **Inability to innovate**	• **Advanced capabilities**
• **Increased cost and risk**	• **Decreased cost and risk**
• **Eventual failure**	• **Competitive advantage**

Value Proposition: A better way to upgrade

Born of Necessity
BMW Financial Services
Application Portfolio Upgrade

- Business Case: do not run our business on unsupported technology.

- Large, business-critical VB6 application portfolio
  - 1.2M lines of VB6; 3500 files, 500 programs
  - 400 person-years accumulated development
  - 4 Highly Active Application Dev Teams

- Targeting C#.NET with extensive re-engineering

- Saved as much as $8M (70%), finished on schedule, under budget and with no impact on other commitments.

"We knew that taking our business critical systems through such a huge transformation would be challenging. We needed an approach that not only minimized cost and ensured quality but would insulate our business from disruption. We built new architecture frameworks as a part of the project, and the Promula translation tools were an essential part of our strategy. These tools, tuned by Promula to our specifications, have given us the planning flexibility we needed to incorporate the migration into our release process. To this point, we have migrated about 50% of our portfolio, with few of our business users even knowing we were doing it. We are on schedule and on budget to complete the migration by March 2008."

Jeff Haskett,
General Manager
Application Development
BMW Group Financial Services

Value Proposition: Great Migrations

- Single Focus: Modernization Tools and Methods
  - Since 1982
  - Successor to Promula Development Corporation
  - Founded May, 2006

- Microsoft Partner
  - Endorsed on MSDN as a leading VB6/ASP Upgrade Partner
  - Certified ISV Partner (2010)
  - Visual Studio Industry Partner (2013)
  - gmStudio is a Windows 7 and 8 Logo Certified Product

- Proven Track Record
  - World Leader in Fortran-to-C translation
  - 1000s of Satisfied Customers
  - Customer References and Testimonials

- Head Quarters and Founders Based in Dublin, Ohio

Value Proposition: Upgrade Methodology

A New Approach, A Smarter Approach
The Tool-Assisted Rewrite

VB6/ASP → Preparation / Semantic Translation / Design / Verification → Cut-Over → .NET
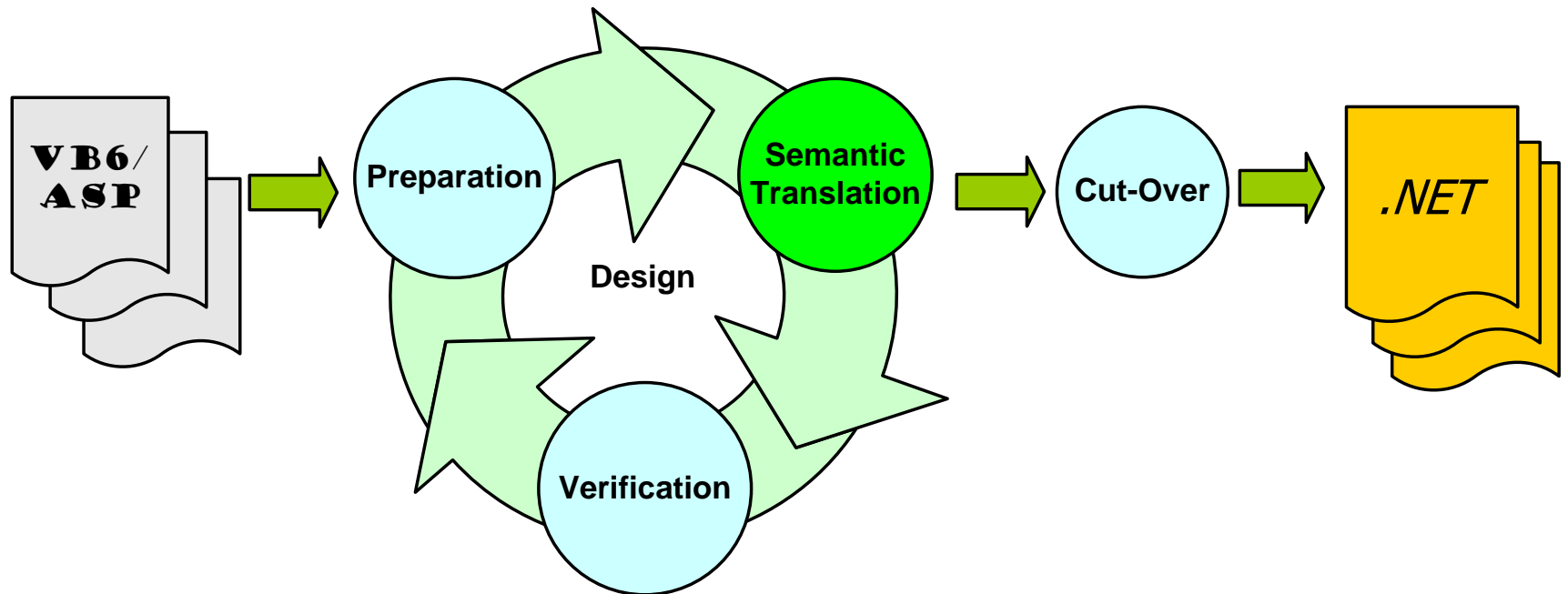
Agile Iterative Scalable Repeatable Measureable Improvable

Value Proposition: Upgrade Methodology

Upgrading VB/ASP/COM Classic Code to .NET using gmStudio

VB6/ASP/COM Codebase

Translate	Build	Run
gmStudio	Visual Studio	

Resolve Translation Issues

Resolve Build Issues

Add Reengineering Features

Add Runtime Features

Test

.NET Solution Level 1

.NET Solution Level 2

.NET Solution Level 3
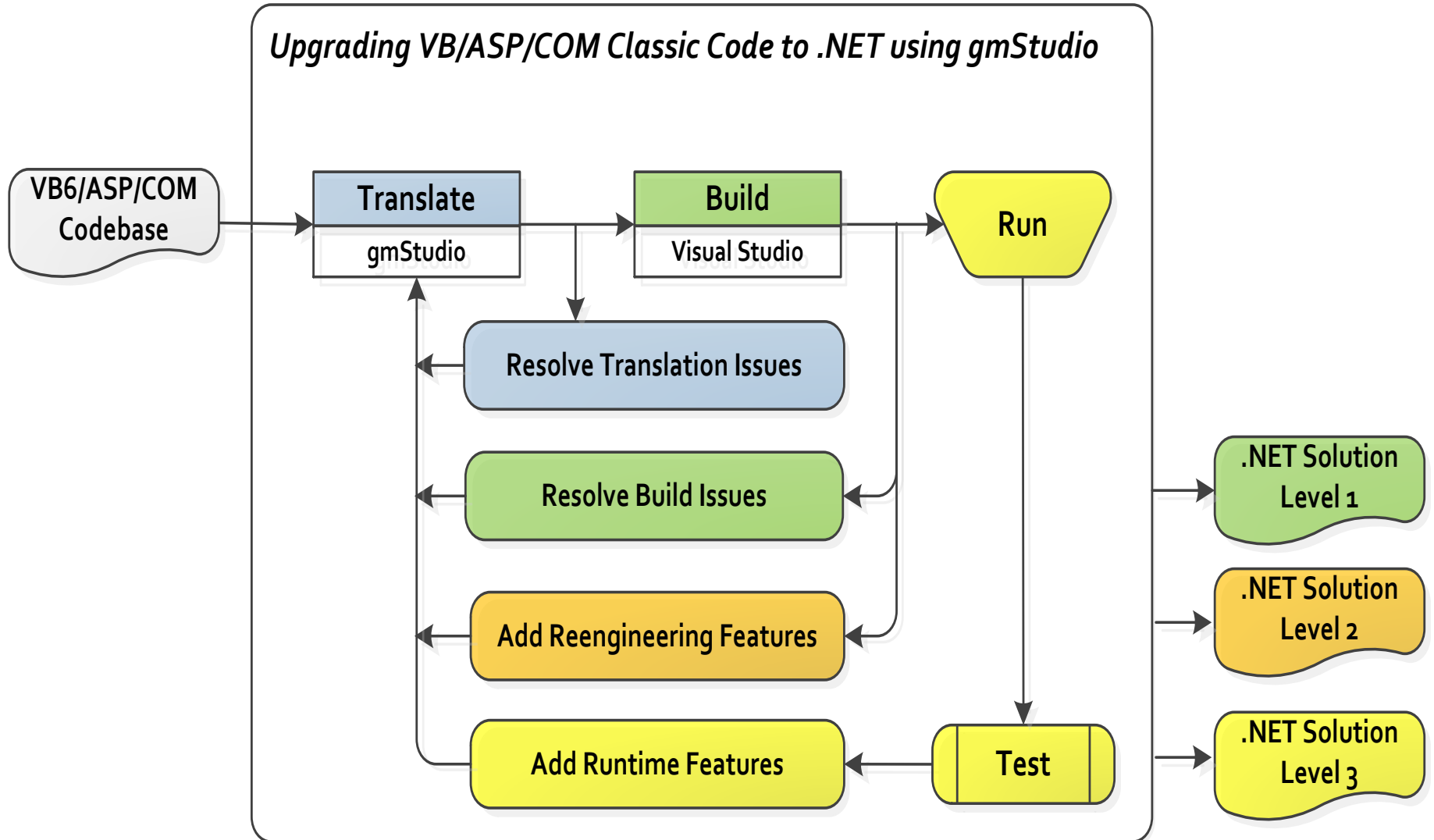
Value Proposition: Tools -- gmStudio

What is gmStudio?

A software analysis and re-engineering **IDE** executing a

A highly configurable, robust VB6/ASP/COM **Compiler**

that produces source codes instead of binaries

How does gmStudio work?

- **Compiler**: Builds a comprehensive semantic model of the codebase implementation.
- **Analyzer**: evaluates, interprets, and restructures the semantic model to fit the desired architecture patterns of the target platform.
- **Author**: processes the optimized model to generate clean, correct code that meets custom standards and conventions.
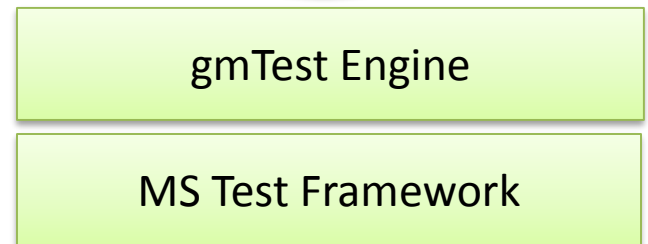
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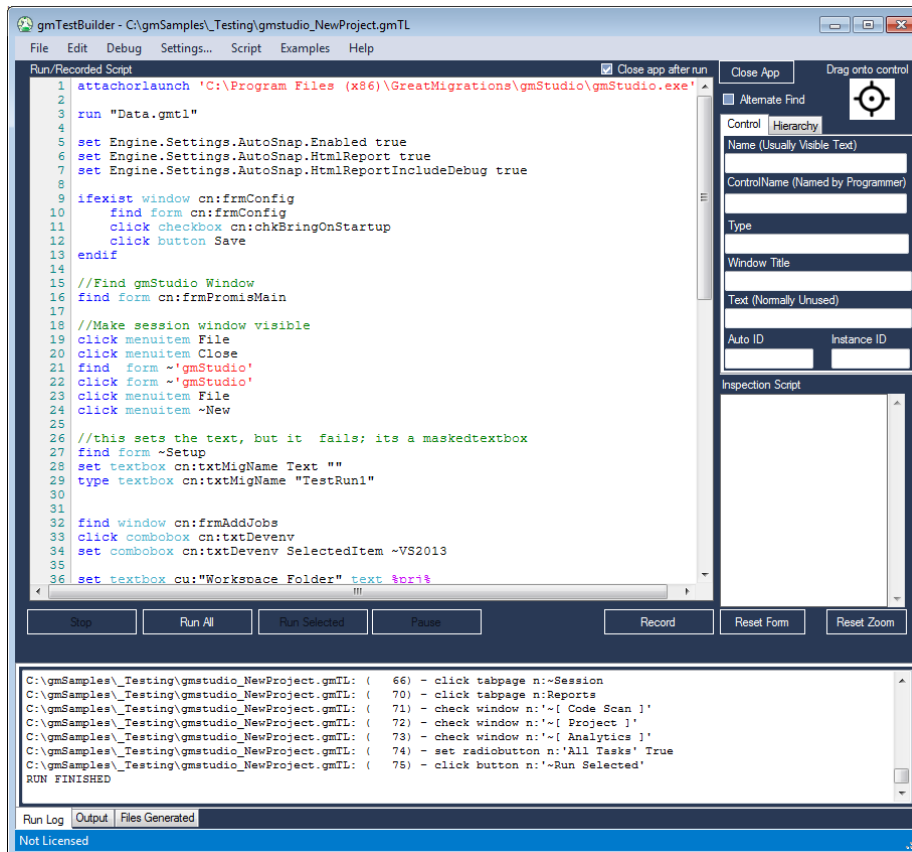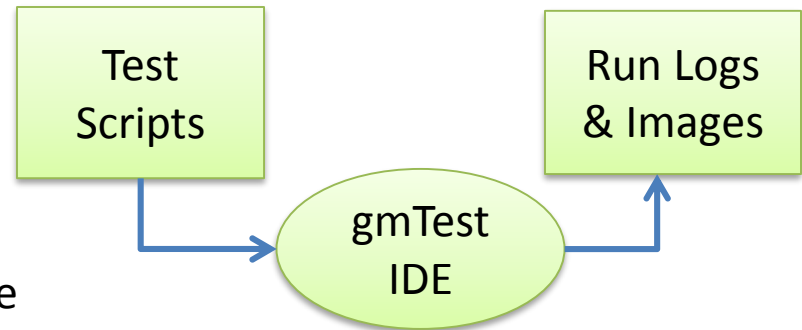# *Value Proposition: gmStudio Advantages*
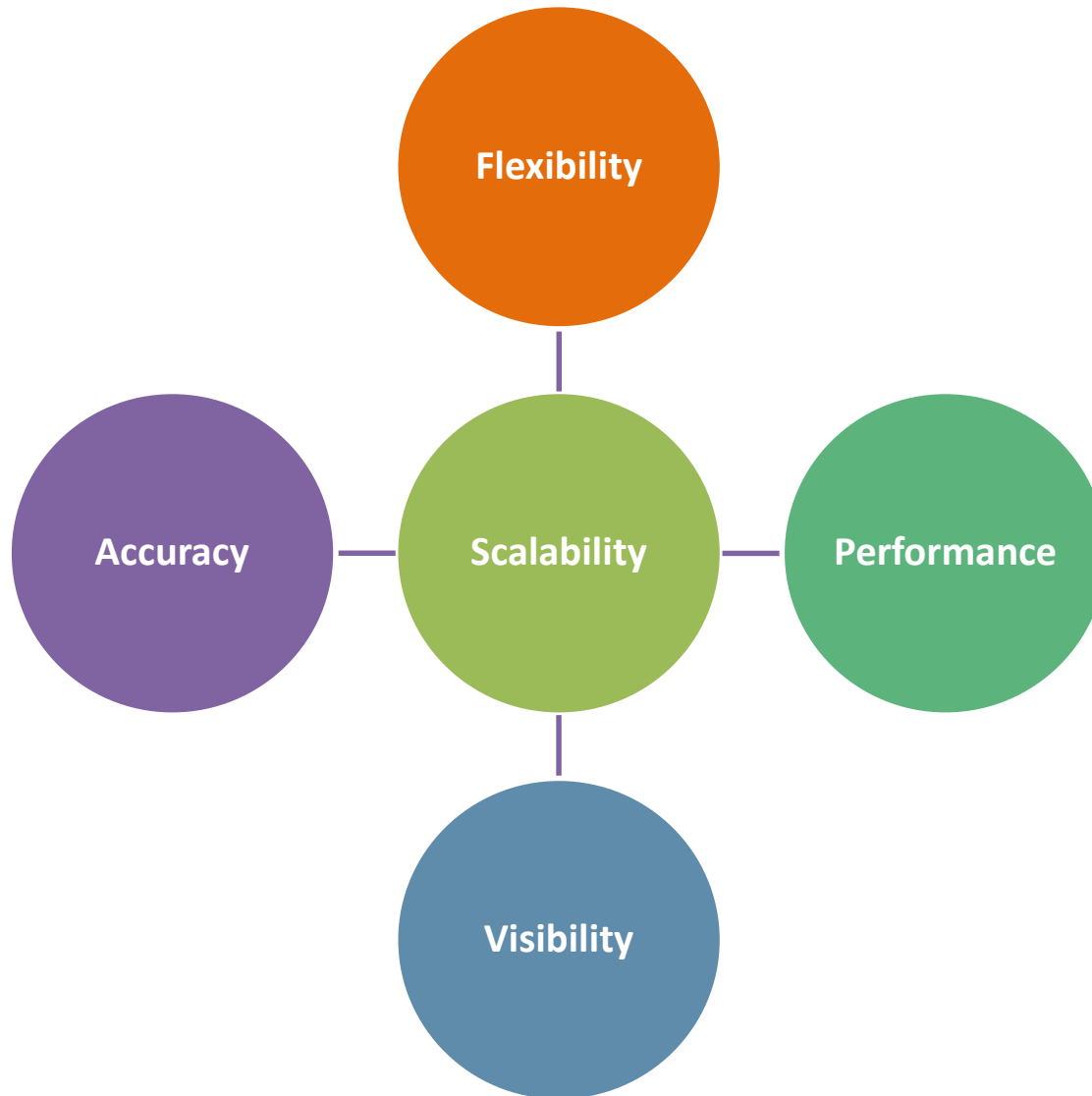
Value Proposition: Tools -- gmTest

What is gmTest?

An automated UI testing tool
running and logging
easy to read and maintain test scripts through
a configurable, powerful robust automation engine

Test Scripts → gmTest IDE → Run Logs & Images

gmTest Engine

MS Test Framework

How does gmTest work?

- **gmTest IDE**: allows interactive debugging and running gmTest scripts

- **gmTest Engine**: a robust automation engine that converts high level scripts into precise test operations and detailed results logs.

- **MS Test Framework**: A collection of frameworks and tools that facilitate contemporary automated Unit and UI testing.

msdn.microsoft.com/en-us/vstudio/dn569303

Visual Studio

Search V

HOME   SAMPLES   **LANGUAGES**   EXTENSIONS   DOCUMENTATION   CONNECT

overview   visual c++   visual c#   visual basic   javascript   visual f#

Visual Studio Developer Center > Languages > Visual Basic 6.0 > Great Migrations Studio (gmStudio)

Great Migrations Studio (gmStudio)

gmStudio is a unique system re-engineering environment for developing scalable, custom VB6/ASP/COM to .NET upgrade solutions. As a comprehensive software re-engineering platform, gmStudio helps you plan, customize, improve, verify, and track your upgrade process and meet the unique requirements of your source code and your .NET standards. If you are looking towards preserving and enhancing the value of your VB6/ASP/COM assets, gmStudio is the most advanced and cost-effective solution available.

The Tool-Assisted Rewrite

gmStudio offers **compiler-as-a-service** capabilities to enable an agile **Tool-Assisted Rewrite Methodology.** This methodology accelerates your upgrade efforts without sacrificing quality or control. Project teams using our tools and methods can deliver a lot more upgrade, better, and faster.

- ✅ Agile
- ✅ Scalable
- ✅ Improvable
- ✅ Incremental
- ✅ Repeatable
- ✅ Measurable

VB6/ASP/COM → Assess Design Prepare → Translation Tuning → Semantic Translation → Verification → Cut-Over → .NET

2000 Product Requests
And counting…

Great Migrations Offers Its gmStudio Software Through the Microsoft Visual Basic 6.0 Resource Center

Dublin, OH -- February 27, 2014

"We are quite pleased to see Great Migrations, a valued member of the Visual Studio Industry Partner program, provide great tools for enterprise developers to modernize their applications," said Mitra Azizirad, **General Manager, Developer Tools Marketing and Sales at Microsoft.** "The gmStudio migration platform from Great Migrations helps developers migrate to Microsoft .NET while maintaining a high level of code quality, as well as tracking and managing those migrations."

Sales

- Opportunity Assessments

- Proposal Development

- Upgrade Plans and Methods

Delivery

- Upgrade Tools and Assets

- Technical and Functional Analysis

- Upgrade Proof of Concepts

- gmStudio Training, Services, Support

- Automated UI Testing Tools

Business Model: Improvement Opportunities

- Sales
  - Better CRM
  - Finding and Qualifying Prospects
  - Customer Assessments

- Delivery
  - Project Managers
  - Architecture/Solution Designers
  - Quality Analysts and Testers
  - Developers
  - Configuration Managers
  - Trainers / Mentors

- Marketing
  - SEO/SEM
  - Campaigns
  - Webinars

- Product Development
  - Developers
  - Technical Writers
  - User Experience

- Ongoing Service
  - Account Management
  - Technical Staff

Business Model: Weaknesses and Threats

- Weaknesses
  - Customer's lack vision of desired results
  - Customers unable to use advanced technology features
  - Customer's lack functional testing capabilities

- Threats
  - In-House team wants to "just rewrite it".
  - COTS package replacement
  - Uncertainty about future of system

- Ensure successful upgrade Projects
- Compete and win bigger upgrade projects
- Cross-Sell complementary work
- Up-Sell strategic follow-up projects
- Align your best clients with your best people

- Lower cost, Lower risk, Higher profit
- Deliver more value, and deliver it faster
- Establish long-lasting relationships

Application Evolution Services

- Marketing
  - Advanced Upgrade Solutions
  - Strategic goals : Strategic Results
- Sales
  - Big Customers, Big Systems = Big Value Proposition
  - Transition to ongoing Roadmap Implementation and Maintenance
- Products and Tools
  - gmStudio, gmTest
  - Others
- Delivery
  - End-to-End … and beyond
  - Expertise, Training, Support

- Agree on Mission

- Agree on Corporate Structure

- Identify, Bid, and Win First Opportunities
  - Six month pilot
  - Marketing
  - Sell and Deliver strategic opportunities