



# Cutting IT Costs With Media Modernization

Streamlining operations to boost efficiency with Rocket® Visual COBOL®\*



## CLIENT

Based in Brazil, Jove Informática provides essential media intelligence services. The company creates digital media tables across television, print, and digital channels for strategic decision-making.

“ We really love the Visual Studio IDE and it allows us to develop a much higher quality solution for our clients. We also didn’t have to worry about sourcing specific COBOL development skills anymore. We hired two C# developers who very easily and quickly learned COBOL using the Rocket Visual COBOL for Visual Studio toolset.”

**JOVENTINO MEDEIROS**, Managing Director, **Jove Informática**

## CHALLENGE

### Modernizing systems for enhanced efficiency

Jove relied on a heritage solution with over four million lines of code. **An obsolete user interface severely limited modernization opportunities.** Rising maintenance costs also increased pressure on the team.

- **Obsolete interface**

An outdated GUI toolkit limited opportunities to reach new customers and expand markets.

- **Rising costs**

Heavy reliance on outsourced development significantly increased ongoing maintenance fees.

- **Skills shortage**

Sourcing developers with specific COBOL skills posed a severe challenge for the business.

## SOLUTION

### Jove Modernizes with Rocket® Visual COBOL®

#### 01 Seamless integration

Easily integrated Windows Forms and ASP.NET to create modern, user-friendly screens.

#### 02 Code reuse

Completely reused existing business intelligence, which preserved core functionalities.

#### 03 Modern tools

Leveraged the familiar Visual Studio IDE, empowering the development team.

#### 04 Broad support

Accessed a larger .NET support community for faster problem-solving and innovation.

## RESULTS

### Simplified modernization and business growth

#### 20% IT cost savings

Transitioning to native reporting eliminated third-party tools entirely.

#### Improved team agility

The intuitive IDE empowered the team to respond much faster to client demands.

#### Expanded market reach

The modern user interface successfully attracted new clients to the business.

\*Formerly a Micro Focus® product



Modernization. Without Disruption.™

© Rocket Software, Inc. or its affiliates 2026. All rights reserved. Rocket and the Rocket Software logos are registered trademarks of Rocket Software, Inc. Other product and service names might be trademarks of Rocket Software or its affiliates. Visual Studio is a trademark of Microsoft Corporation. MAR-18009\_ShortCS\_JoveInformatica\_V1

Explore more

