



# Cutting Costs 20% with Media Modernization

Streamlining media intelligence operations  
with Rocket® Visual COBOL®\*



Based in Brazil, Jove Informática provides essential media intelligence services to advertising agencies, research institutes, and broadcasters. Jove creates digital media tables across television, print, and digital channels, offering detailed advertising coverage and competitive analysis that clients rely on for strategic decision-making.

## CHALLENGE

### Modernizing systems for enhanced efficiency

Jove's primary solution captures price lists from all available advertising mediums, digitizes them, and makes them available for analysis. Developed in COBOL in the 1990s, this trusted platform is central to the company's continued success, supporting many clients who rely on this unique service. With more than four million lines of code, Jove faced a significant challenge when it was time to modernize the user interface. The existing GUI toolkit limited modernization opportunities, making it difficult to reach new customers and inhibiting business growth. Additionally, rising maintenance costs tied to outsourced development increased pressure on the team. As Managing Director Joventino Medeiros shares, "We had long relied on COBOL technology, to develop the 850 programs making up our solution. Dialog System, the GUI toolkit available was really considered obsolete, and was limiting our ability to

modernize so that we could reach new customers and grow our business. Because we had to outsource our development effort, our maintenance costs were increasing, and we wanted to find a solution to modernize while reusing all the code and business intelligence we have built into our solution."

## CHALLENGE

Modernize a media intelligence solution to meet customer demand and reach new markets while reducing maintenance costs and improving developer efficiency.

## SOLUTION

# Bridging the gap with Rocket® Visual COBOL®

COBOL technology had served Jove well for more than two decades, and Medeiros recognized that evolving their existing investment would help the company advance. Discovering the potential of Rocket Visual COBOL, Jove initiated a proof of concept to see if they could preserve and enhance their trusted solution. Medeiros recalls, “We performed the POC on a small part of our application, and as soon as we saw the old Dialog System screens running effortlessly on Rocket Visual COBOL and calling (as well as being called by) Windows Forms Application (WFA) screens, we realized what an opportunity we had here.”

After initial training, Jove’s development team quickly began building Rocket Visual COBOL screens, layering in new functionality and modernizing the interface. Built-in .NET framework routines further accelerated the launch of the upgraded solution. Today, Jove leverages indexed files and integrates data into Microsoft Access® for further availability in ASP.NET. End users access the solution through Windows® Forms screens, while ASP.NET powers comprehensive reporting. Medeiros explains how the new environment improved resourcing and team efficiency: “Moving to a .NET environment meant we had a much bigger support community we could leverage to solve any development issues. 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.”



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Managing Director,  
Jove Informática

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## SOLUTION

Jove used Rocket Visual COBOL to move to a .NET environment, enabling seamless integration with Windows Forms and ASP.NET for a modern, efficient UI.

## RESULTS

# Simplified modernization and improved efficiency

With Rocket Visual COBOL, Jove modernized its solution while fully reusing existing code and business intelligence. Clients responded enthusiastically to the faster, easier-to-use interface. The revamped user experience also opened doors to new clients, helping Jove realize a rapid return on investment. Medeiros notes, “The Rocket Visual COBOL implementation has given us many benefits. Maintenance of our new, .NET-based solution is so much easier that we have realized a 20% IT cost savings through creating reports natively using ASP.NET, instead of using third-party reporting tools as we used to do. Our development team is more efficient

and productive, thanks to the intuitive IDE, helping us respond faster to business requirements. We deliver a higher-quality solution to our clients and have been able to tap into a new target market.”

Looking ahead, Jove aims to deliver even greater value. “The future looks bright with Rocket Visual COBOL to support us. We are looking to change our delivery format and provide on-demand access to real-time data for our clients. A relational database implementation will help achieve this, and Rocket Visual COBOL is well set up to integrate with this.” Medeiros concludes.

### 20% IT cost saving

Achieved by streamlining maintenance processes and transitioning to native reporting capabilities, eliminating the need for third-party tools.

### Improved agility

Empowered the team to respond more quickly and effectively to evolving business requirements and client demands, enhancing overall operational efficiency.

### Market growth

Facilitated by the introduction of a modern, intuitive user interface that attracted new clients and expanded the company’s reach into untapped markets.

### Closed skills gap

Successfully bridged the gap by enabling non-COBOL developers to quickly adapt and contribute.

\*Formerly a Micro Focus® Product

## PRODUCT HIGHLIGHTS

# Rocket® Visual COBOL®

- Replatform, modernize, and cloud-enable mission-critical COBOL applications with minimal code changes and no disruption.
- Simplify onboarding and empower teams with industry-standard tools, GenAI assistance, and DevOps workflows.
- Unlock core business logic and data to deliver new customer value and stay competitive.
- Deliver new business value by integrating COBOL with the new technologies, including Windows, UNIX, Linux®, .NET, JVM, APIs, microservices, and containers.



Modernization. **Without Disruption.**™

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