

# Review

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## LANSA: 20 Years of Technology Insurance

**TV Tokyo** builds commercial broadcasting system with LANSAs and Java

**HED** moves towards SOA with LANSAs CRM solution

**Truvo** integrates .NET sales system and more with LANSAs

**Federated Group** deploys Windows CMS portal

**Holley** boosts dealer services with Web access to BPCS

**Morphy Richards** gets on the critical path with Datel

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## THE LANSA REVIEW

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# LANSA®

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# In This Issue

Welcome to LANSA Review Issue 35.

In this issue, we announce the release of LANSA Open for .NET, the successor to LANSA Open, a product created to address the challenges of effectively integrating Windows client applications with the System i while ensuring extremely fast transaction times.

This year, LANSA celebrates 20 years of helping business achieve the corporate agility needed for business success. In LANSA Review 34, we showcased LANSA customer and partners in the Americas and in this issue you can read how LANSA has provided technology insurance to help companies in Europe, the Middle East and Africa maintain their business agility.

LANSA has long used Microsoft's core technologies to drive advances in its application development and integration tools, so this issue's Architects Corner looks at what LANSA is doing to leverage .NET as part of our continuing aim to provide technology insurance to make advanced software development simple.

The TV Tokyo Corporation, a major TV broadcasting company in Japan, used Visual LANSA to redevelop its sales system for commercial broadcasting to meet the impact of digital broadcasting. The project led to the successful implementation by TV Tokyo and TV Osaka of new core line-of-business applications.

Hayhurst Elias Dudek (HED) is one of the largest independently owned insurance brokers in Canada and has a mixture of LANSA and .NET systems, Web sites and legacy RPG applications running on multiple Windows and System i servers. HED use LANSA Web services and a Visual LANSA Framework CRM to integrate these systems and move towards an SOA environment.

Truvo Belgium is the market leader in search and online advertising and has used LANSA for its core System i Golden Pages systems since 1994. Truvo has integrated a .NET sales application used by over 500 sales consultants with LANSA Web services. The printed guides are prepared on the System i and delivered as XML to the printers using LANSA Integrator.



EDITORS NOTE  
by David Mills

The Federated Group provides a complete range of customs and logistics services across North America and around the world. Federated used Visual LANSA Framework to deliver a Client Management System that integrates directly with existing System i backend systems. LANSA Client is used for reporting and analysis over operational files and a data warehouse.

Holley Performance Products in the USA is one of the world's leading makers of high performance automotive components. Holley use LANSA Commerce Edition for BPCS to give dealers Web access to inventory, orders and accounts. The project took four weeks from concept to the first pilot test and is expected to pay for itself in seven months.

Morphy Richards Limited in the U.K. designs and manufactures a broad range of domestic appliances from the renowned iron, kettle and toaster, to floor care, audio/visual and hair care. To reduce product development lead times through the entire organization, Morphy Richards implemented LANSA business partner Datel's Critical Path Management solution.

The Weidmüller Group is a leading global provider of solutions for the transmission of power, signals and data in industrial environments. Weidmüller North America has over 750 distributors and direct customers and replaced an inflexible ebusiness solution for its JD Edwards World ERP with LANSA Commerce Edition to increase online orders.

Until next issue,  
David Mills.

# Announcing: LANSA Open for .NET

### Opening up the LANSAs Repository to Microsoft .NET Developers

LANSA Open for .NET opens up the productivity and discipline of the LANSAs Repository to .NET Framework developers. Shipped as a small and standardized .NET class library, it allows .NET applications to easily access LANSAs Repositories residing on System i and Windows servers.

LANSA Open for .NET brings the scalability of LANSAs applications, the maintainability of LANSAs's object repository and the portability of LANSAs's server technology to the .NET Framework. LANSAs Open for .NET will be released in the first quarter of 2008.

### Why use LANSAs Open for .NET?

As .NET becomes a pervasive frontend for business applications, integrating the LANSAs Repository with .NET client applications offers an important strategic step towards improved Windows development productivity.

In-house LANSAs development groups can use LANSAs Open for .NET to share the benefits of the LANSAs Repository with other groups or departments that want to or are already using .NET development tools.

For LANSAs Solution Partners, LANSAs Open for .NET enables their existing LANSAs solutions to be customized by .NET developers. Their customers can use .NET development tools to extend or enhance a LANSAs-based solution without the need to understand or even be aware of the underlying LANSAs technology used to build the solution.

### Getting Started is Easy

No knowledge of LANSAs is needed to use LANSAs Open for .NET. The industry standard class library is straightforward and is shipped with ready-to-run samples in both the C# and VB.NET languages. There is almost no learning curve for .NET developers.

If you already use Visual LANSAs, all you need is Microsoft Visual Studio, the LANSAs Open for .NET DLL and the online documentation. Nothing else is required.

If you are not already a LANSAs development site, you will need to identify and train a LANSAs Repository Administrator to administer the LANSAs environment on the server. The rest of your .NET team only needs the LANSAs Open for .NET class library and documentation. Your whole team is now ready to start using LANSAs Open for .NET.

### Benefits of LANSAs Open for .NET

- Opens up the System i to .NET developers in a productive, safe and disciplined fashion.
- No knowledge of LANSAs required by .NET developers.
- Productivity and discipline enforced by centrally stored business rules on the server with data validations, error messages, multilingual and DBCS support, referential integrity, database triggers and derived (virtual) fields.
- Faster and more secure than ODBC. Unlike basic table I/O applications, all client applications are automatically subjected

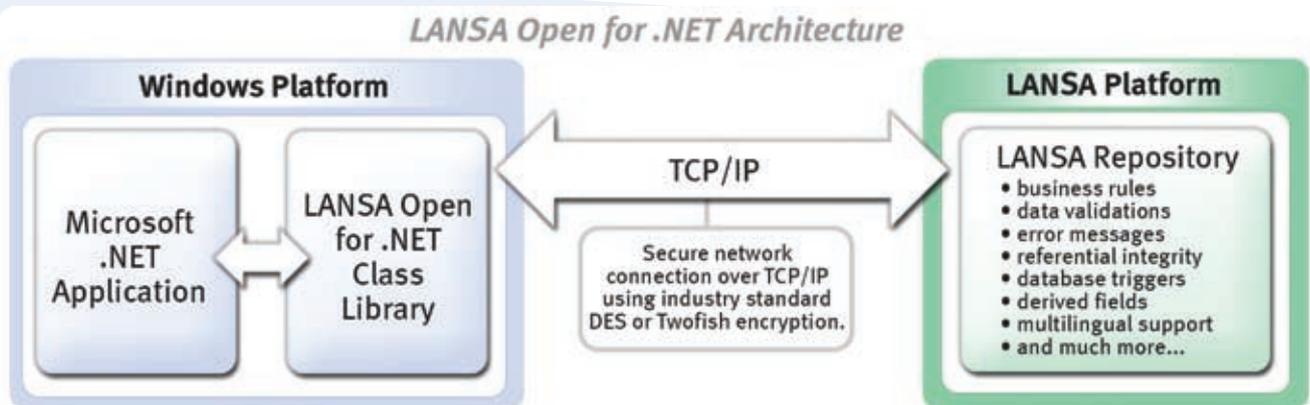
to rigorous System i security checks, data validation and referential integrity checks.

- Secure encryption between Windows and the LANSAs Repository using industry standard DES or Twofish.
- Full .NET CLR 'verifiable'\* class library. LANSAs Open for .NET is not a class library frontend to a non-CLR compliant WIN32 application.
- Small footprint. Deploy as a single DLL within your .NET applications.
- Standardized error handling, tracing and diagnostic capabilities.

### About Microsoft .NET Framework

The Microsoft .NET Framework is a key Microsoft offering that aims to make it easier to develop Windows rich-client and Web applications. Applications can be coded in any .NET language, most commonly C# or VB.NET. The .NET Framework Base Class Library (BCL) covers a large range of programming needs, including user interface and database connectivity. The functions of the class library are used by developers who combine them with their own code.

Programs written for the .NET Framework execute in the Common Language Runtime (CLR), which provides the appearance of an application virtual machine, so developers do not need to consider specific server capabilities. It also handles security, memory management and exception handling. The BCL and the CLR together compose the .NET Framework. ■



*LANSA Open for .NET is shipped as a small and standardized CLR verifiable\* .NET class library that does not require any other LANSAs software to be installed on the .NET client system. The LANSAs Open for .NET Class Library defines the LANSAs Repository interfaces that the .NET developers use to easily access LANSAs Repositories residing on System i and Windows servers.*

\*Verifiable assemblies offer increased security by conforming to requirements that allow the Microsoft CLR to guarantee that the code does not violate current security settings.

# TV Tokyo builds commercial broadcasting system with LANSA and Java



This article is based on a translation of the TV Tokyo case study that appeared in the August 2007 issue of *i Magazine in Japan*. [www.imagazine.co.jp](http://www.imagazine.co.jp)

Commercial broadcasting systems are mission-critical systems for television stations. TV Tokyo (and TV Osaka) undertook a complete overhaul of the legacy System i commercial broadcasting system, developed over 20 years ago, to handle the switch to digital broadcasting on 1 December 2003. The project was led by TV Tokyo Systems, Inc., which is a subsidiary company of the TV network.

There were no commercial software packages that met the broadcaster's specialized requirements, so the company opted for in-house development and selected LANSA as the development tool.

The system was designed to be browser-based, except for the complex queue sheet processing that needed a Windows rich client/server interface. (Queue sheets are time allocation sheets that contain the structure of a television program from start to finish in units of seconds). While Java was used to develop the user interface with a strong visual element (1,060 programs) and batch processing was developed in CL/RPG (355 programs), everything else was developed in LANSA (3,200 programs).

## Aim of the Rebuild

The new system needed to let staff in the editing, sales, production, technical and other departments process a wide range of information from many sources, from basic program information to detailed broadcasting schedules, including television commercial sales slots, actual broadcast sequences and production costs. Ultimately by transmitting the broadcasting data to the transmission facilities, it enables the actual television programs and advertising to go to air.

The new system also had to support both analog and digital broadcasting during the changeover period from the initial introduction of digital broadcasting in 2003, until the final switch to digital-only broadcasting in 2011. In addition to handling the requirements of conventional analog broadcasting, the new system's requirements included a wide range of completely new functions to handle the demands of the new digital era, such as the introduction of datacasting and the building of EPGs (electronic program guides). Definition of requirements started in July 2001 and the system became operational in March 2004.

## Reasons for Development Tool Selection

Due to the strict deadline, productivity was a major factor in selecting the development tool for the project. As it had been decided that the System i, which had been in use for many years at TV Tokyo, would continue to be used, only development tools with the highest level of compatibility with the System i, mainly 4GL type tools, were considered.

Not only did LANSA have a good track record with the System i, the evaluation process also identified a number of key points that led to a positive evaluation and the selection of LANSA.

These included the facts that "The syntax of RDML (LANSA's development language) is similar to CL, so it is easy for RPG developers to adopt", that "Web as well as client/server applications can be developed in RDML and are reusable in other scenarios" as well as "Providing templates and common subroutines, repository registration tools and the like makes development productivity high".

## Project Challenges

The initial target for implementation of the new system was December 2003. It was felt that the approximately two and a half year period from July 2001, would be sufficient time to complete the project in time for commencement of digital broadcasting. However, this did not prove to be the case, due to a number of unique factors. ➔



The interactive TV-guide data entry matrix was developed in Java. All programs behind this panel were developed in LANSA.

In addition to the huge scale of the development task, with over 4,600 programs in total, an operations system had to be built to support digital broadcasting, which at that point in time was a completely new situation. No one had any experience with the new operational requirements. It was therefore an extremely unusual situation as it was not possible to accurately define the requirements for the project at the start.

As a result, the requirement definition process was very protracted and changes to the specifications occurred frequently and continued even after development had commenced. On a number of occasions, already completed work had to be redone. Major delays in the development schedule occurred compared to the original plan and an increasing number of staff were brought in to make up for the lost time.

The project was led by TV Tokyo Systems, Inc., which is a subsidiary company of the TV network and while SE Laboratory and IBM Japan were in charge of LANSAs technical support, three other companies were jointly responsible for the actual development.

The project started out with a 16-person team, consisting of eight staff from TV Tokyo Systems, Inc., and eight staff from the three cooperating companies. At the project's peak, the development team had grown to over 100 people and that team structure continued for almost six months.

Work on the TV Osaka development project, which had different application specifications and hardware requirements to the TV Tokyo project, was also done in parallel with the TV Tokyo development. This doubled the volume of work.

The more people are involved in a project, the more difficult communication becomes. Gaps in communication occurred, blowing out the development schedule even further, creating a snowball effect.

One example was different decisions made by individual company teams on whether to implement record locking either before updating the database or before displaying the data on screen. In most cases, the cause of such conflicting decisions was a lack of time to fully communicate with all of the developers in the different companies.

In July/August 2003, TV Tokyo Systems decided to reorganize the project team to



*Mr. Kazuyuki Nakama, Deputy Manager, Operations Department, TV Tokyo Systems, Inc.*

better manage changes to the requirements and reduce redevelopment work. Five people were appointed from various divisions of TV Tokyo as the key operational leaders to work full-time on-the-ground with the developers. The intention was to make management of the project smoother by giving these key personnel authority and responsibility for making decisions on the detailed specifications on site.

This organizational change proved successful and the commercial broadcasting system went operational in March 2004, only three months behind the original target date. The system was then fine-tuned for another six months after implementation.

The fact that the "pure development period" accounted for only about six months of the actual two and a half years of the project, gives an idea of just how arduous it was to manage the requirements specification for this project.

### **The Project in Hindsight**

Looking back on the project, Mr. Kazuyuki Nakama (deputy manager, operations department, TV Tokyo Systems, Inc.) comments, "It is very difficult to define the

requirements for a completely new type of system. That is why I now think that we should have established the system of having key personnel stationed on site to decide on the requirements earlier."

"Also, when there are large teams involved, there tends to be a lack of communication and it inevitably takes a long time to get decisions made. The project should be led by a select group of four to five key people, including a leader acting as the "control tower," to coordinate everything, including the definition of requirements."

Mr. Nakama, while acknowledging the high degree of functionality of the LANSAs product, notes that one area for improvement was a lack of training for TV Tokyo's staff. Because they were initially not directly involved in the actual development, staff had little choice but to commence this project without a thorough understanding of LANSAs. Therefore, they could not take full advantage of the LANSAs Repository or achieve maximum productivity.

Mr. Nakama feels that through the company's initiatives to improve productivity, such as creating templates and programs that could be used commonly throughout the system and creating tools to register huge volumes of repository data efficiently, the number of man-hours was less than half of that compared to RPG.

While the company attempted to improve development productivity by standardizing the screen structure and creating templates that met the operational requirements, there were a host of cosmetic changes demanded by the end users after the programs were generated. Thus, the templates had to be customized to accommodate these demands, all of which hindered productivity.

"It is important to explain the major features and constraints of using LANSAs templates to the end users and gain their understanding in advance that programs generated from templates should be used "as is" like a black box. When you incorporate checkpoints in your workflow to make sure you get the design decisions right in the template, you have a very productive development environment."

"It is important to specify the requirements in sufficient detail during the design stage," concludes Mr. Nakama. ■

### **COMPANY AND SYSTEM INFORMATION**

- TV Tokyo Corporation, part of the Nikkei Group, is a major TV broadcasting company in Japan, broadcasting to over 32 million households or about 70 percent of the entire nation. TV Tokyo uses an IBM System i model 830. For more information, please visit: [www.tv-tokyo.co.jp](http://www.tv-tokyo.co.jp)
- TV Tokyo Systems, Inc., was established in 1987 and is headquartered in Minato-Ku, Tokyo. Its capital is 10 million yen, with a turnover of 1.22 billion yen and it has 25 employees. The company provides services related to software planning, development, management, consulting and network management for TV Tokyo and other Japanese TV networks. For more information visit [www.systx.co.jp](http://www.systx.co.jp)

# HED moves towards SOA with LANSA CRM solution



Hayhurst Elias Dudek Inc. (HED), one of the largest independently owned insurance brokers in Canada, has specialized in unique and cost-effective insurance and risk management solutions since 1982. HED uses LANSA Web services and a Visual LANSA CRM system to integrate existing LANSA and legacy RPG applications on System i with a .NET Web site as part of its move towards an SOA environment.

**Brian Hynes**, vice president information technology and business systems at HED, says, "Our biggest challenge is the multitude of legacy files and code. Moving to a relational database structure, using modular design techniques with reusable components and an SOA approach are the top priorities. SOA is a journey rather than a destination and we are only at the start of that journey, but significant improvements in developer and user productivity are already obvious."

## Modernizing Legacy Systems

"One of the strengths and weaknesses of the System i is that it allows you to hang onto legacy code," says Hynes, who inherited RPG insurance and billing systems that still had an IBM S/36 file structure.

"The mindset before I joined the company was, "If it isn't broken, don't fix it." Although everything "worked," there were many shortcomings. Our business procedures had a lot of manual intervention and we spent a great deal of effort maintaining the legacy code. The main challenge was to modernize the legacy applications to support a more productive and integrated business environment."

After developing a new front-office solution for Petplan and Life & Health Insurance processing with LANSA, Hynes wanted to

improve on the existing CRM system and isolate and share common functions as services, rather than duplicating code.

HED had used the Goldmine CRM system for three years in a SQL Server Windows environment. "Goldmine is a good tool, but we maxed-out its capability," explains Hynes.

"Goldmine has a closed architecture, so we had to create a lot of bridges and ran into data replication and synchronization issues."

"Microsoft Outlook is our primary communication tool, but Goldmine couldn't integrate with Outlook, so we had to manually re-key information and maintain calendars and email boxes in both systems."

"In short, the old CRM solution was very restrictive and did not allow the integration needed to run our business efficiently."

In addition, Hynes' team wanted to take the opportunity, while developing a new CRM solution that would integrate with virtually all other applications, to look at their systems architecture from a holistic perspective.

As HED had already successfully developed several systems with Visual LANSA, Hynes decided to use the Visual LANSA Framework to build the CRM system and LANSA Integrator to create Web services for SOA.

**"SOA is a journey, but significant improvements are already obvious."**

## Tying Account Activities Together

HED's new LANSA-based Insurance Management System and Customer Relationship Management (IMS-CRM) system keeps track of all prospect and customer activity. The solution helps better manage HED's accounts and provides easy communication within departments. Any communication, either written or verbal, is saved as an activity for an account and IMS-CRM tightly ties together all of HED's business solutions.

HED uses LANSA Integrator SOAP Web services to interface between its System i CRM and insurance systems, its .NET/SQL Server Web site and the TotalGuard quoting engine.

**Clarín Wong**, the CRM project manager, says, "For example, we use a Web service to push account data into the TotalGuard quoting engine from new and updated accounts, so it is easy for our customer service reps to initiate a quote without having to re-key information."

The solution also integrates with Outlook using ActiveX controls to automatically create email and calendar entries and triggers fax messages via HED's RightFax server. The system also links a copy of sent email and faxes to the relevant account.

Users can create, change and format letters using Microsoft Word templates and LANSA functions that pull in DB2/400 data and calculated fields themselves, without any technical support and link them to an IMS-CRM account. A mass document generator lets users print, email or fax documents to a group of accounts. →

Start Date	Start Time	Priority	Subject	Activity Type	Creating User	Business Unit	External Policy Number	Event	Action
2007-05-25	6:00:00 PM	OK	Test Easy P	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-05-25	11:00:00 AM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-05-25	11:00:00 AM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-06-01	1:00:00 AM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-06-01	6:00:00 AM	OK	Test	Call In	ABC/Calista	Commercial	261800	Test Process	Integration
2007-05-27	1:00:00 PM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-05-19	1:15:00 PM	OK	Plan Comparison/Prescribing Approval	Debit	ABC/Calista	Commercial		Test Process	Integration
2007-06-26	3:20:00 PM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-06-26	5:00:00 PM	OK	Test	Call In	ABC/Calista	Commercial		Test Process	Integration
2007-07-03	8:30:00 AM	OK	Modify the Sales Order Line (Contract)	Transfer To	ABC/Calista	Commercial		Test Process	Integration
2007-07-19	9:30:00 AM	OK	Follow up on Contract #11 case - Status	Assign/Close	ABC/Calista	Commercial		Test Process	Integration
2007-07-13	9:30:00 AM	OK	Follow up on Contract #11 case - Status	Assign/Close	ABC/Calista	Commercial		Test Process	Integration
2007-07-13	9:30:00 AM	OK	Follow up on Contract #11 case - Status	Assign/Close	ABC/Calista	Commercial		Test Process	Integration
2007-07-20	12:00:00 PM	OK	Prepare Proposal - Paul Brown's Request	To Do	ABC/Calista	Commercial		Test Process	Integration
2007-07-20	12:00:00 PM	OK	Plan Design Comparison: Argon Water In	To Do	ABC/Calista	Commercial		Test Process	Integration
2007-08-01	7:37:00 AM	OK	Assign Policy Advisor - 4034 Annual Year	To Do	ABC/Calista	Commercial		Test Process	Integration
2007-08-01	10:20:00 AM	OK	Call to follow up on quote	Assign	ABC/Calista	Commercial		Test Process	Integration
2007-08-01	11:33:00 AM	OK	Send brochures to client	Call In	ABC/Calista	Commercial		Test Process	Integration

HED's IMS-CRM system gives managers and supervisors an overview of each employee's activities for the day. Color-coding tasks by priority helps users efficiently tackle their workload.

"One of the advantages of the Visual LANSA Framework is its ability to integrate with third-party Web sites and solutions," says Wong. "For example, as addresses are vital information for an insurer, IMS-CRM integrates with address validation software."

"We also provide links to commonly used Web sites such as other insurance companies, MapQuest, Canada 411 and Marshall & Swift/BOECKH's property valuation. Our users just click on a link and go directly to the relevant page. That alone saves several minutes on each prospect," says Wong.

### Integrating .NET, Office & System i

"By providing a flexible CRM solution to our users and real-time system integration, we have reduced application complexity and improved the efficiency of business procedures," says Hynes.

"Tight integration between the System i systems, Microsoft Office and our .NET based Web site helped eliminate many redundant tasks, increase productivity and improve system performance. Users save time by not having two calendars and email systems and not having to retype or copy information."

"We can build more personal one-to-one relationships with our prospects and customers because of the wealth of captured information," says Hynes. "At first contact, the workflow module automatically creates activities to ensure proper follow up all the way through the sales cycle. It also triggers tasks 120 days prior to an existing policy's expiry date, which is crucial for prospecting and to increase customer loyalty."

By capturing information centrally, HED maintains data integrity and accuracy is further improved by using Web services to share the information in real time. HED also eliminated slow response times caused by poor integration and data duplication, especially when creating a new customer account.

"Another benefit of moving the CRM system to the System i is that my team doesn't have to maintain two platforms, which frees up team resources," says Hynes.

"User training costs have decreased dramatically, as we no longer need to train



*Left to right: Daniel Peng, senior System i programmer analyst, Clarin Wong, IMS-CRM project manager and Brian Hynes, VP information technology and business systems at HED.*

users in multiple poorly integrated tools. The GUI interface produced by Visual LANSA Framework is based on Windows industry standards and is easy to use for new and existing employees. Users can find their own way through the systems and access the data without the constant requests for help to my development team."

"For this project, we actively worked with the user community to ensure that we understood the business. We carried out a great deal of process reengineering to improve on business procedures and make them as lean and efficient as possible."

"We have never before revamped our system to this degree. Using LANSA we achieved all this within a year," says Hynes.

### Getting the Priorities Right

"During the CRM exercise we had the opportunity to make architectural design improvements," says Hynes. "We used an SOA approach and modular design techniques, trying to maximize the reusable components of the Visual LANSA Framework environment."

"We are now really looking at our systems from a holistic perspective. Our RPG and

## "Visual LANSA Framework easily integrates third-party Web sites and solutions."

.NET developers are now integrated with my LANSA team and we are all moving towards an object-oriented mindset."

"The new CRM system is already used by 170 users and will become the launch pad for all our business lines. It gives us a 360 degree look at an account, the policies they hold and other products they may be interested in. Eventually, the CRM will contain all our contacts, including banks and suppliers."

"The biggest challenge we face is the multitude of RPG3, RPG4 and OCL programs, plus DB2 and System/36 data files in our legacy systems."

"We are moving to a relational corporate data model with all rules and attributes defined in the LANSA Repository. This is a massive undertaking that requires data conversion at multiple departments and levels. But by using a phased implementation, we can now truly get a handle on our corporate data model and SOA architecture," concludes Hynes. ■

### COMPANY AND SYSTEM INFORMATION

- Hayhurst Elias Dudek Inc. (HED) specializes in providing unique and cost-effective insurance and risk management solutions for independent businesses. HED was formed on July 1, 1982 by the merger of Hayhurst Insurance Brokers, Lynch Elias Dudek and Associates Inc. and Harriott & Associates of Canada Ltd. HED is one of the largest independently owned insurance brokers in Canada, with over 220 employees nationwide. HED's head office is located in Winnipeg, with offices of local representatives in Toronto, Montreal, and Halifax. In Quebec HED operates under HED Courtier en Assurance Inc., a wholly owned subsidiary of HED. Petplan is a subsidiary of HED that shares IT, HR and accounting departments. The Petplan name and logo is licensed from a U.K. insurance company. For more information visit: [www.hedinc.com](http://www.hedinc.com)
- HED uses an IBM System i model 520, which is shared by all subsidiaries and divisions. HED's IT team consists of eight LANSA and RPG developers, three .NET Web developers as well as two Windows and one System i support staff.

# Truvo integrates .NET sales system and more with LANSA



Truvo Belgium is the market leader in local search and advertising and publishes the printed and online Golden and White Pages phone directories. Since 1994, Truvo has used LANSA for its core System i Golden Pages information system and has more recently integrated a .NET sales application, used by over 400 sales representatives, via LANSA Web services. The printed guides are also prepared on the System i and delivered to the printers in XML format using LANSA Integrator.

**Gunter Gheysens**, IT development manager at Truvo Belgium, says, "Using LANSA Integrator and Web services we can use best of breed systems in the back office, in the graphics department and on the sales representative's laptops and integrate them all seamlessly. LANSA's easy business process integration lets us quickly grasp business opportunities and provide a better service to the customer."

## A Massive and Complex Operation

Truvo publishes the online and printed Golden and White Pages phone directories in Belgium. This includes ten regional editions, 27 local Zoom guides and two Mobilo guides for mobile users. The company prints and distributes nearly 4.5 million sets of guides each year and its Web sites have nearly 1.9 million unique visitors monthly. The guides are also available on CD, DVD and Digital TV. And recently via an MSN chatbot.

Every company in Belgium is in the Golden Pages, even the small corner store. While standard listings are free, there are 125,000 customers who pay for extra services.

"It is a massive and complex operation," explains Gheysens. "Contacting and visiting customers, collecting data and checking it

for accuracy, arranging the information and advertisements into sections, publishing to various media and distributing the printed guides to every telephone subscriber."

"Truvo employs 400 sales staff who advise on circulation, market information, available advertising options and pricing. There are nearly 50 fulltime graphic designers and over 20 staff to check content. We have always used IBM hardware and evolved from IBM S/36, to S/38 to AS/400 and now System i."

"Initially we developed in RPG, but in 1994 we started using LANSA. This worked out so well we now do all new development in LANSA. Nowadays, our core system is LANSA-based and RPG is used less and less."

"To support our sales staff, we also use a .NET solution called ProPricing/Profolio

that was developed for us by a third party. Initially this solution was mostly used for price calculations as advertising scenarios can be quite complex, but over the years it has grown. Last year we decided to take maintenance of the .NET solution in-house, so we can respond faster to business requirements."

"Contract information, advertisement specifications and other customer details needed to be shared between traveling sales staff and the back office. So we wanted a fast and secure way to exchange information between the .NET solution on the sales rep's laptop and our core production systems on the System i."

"An SOA approach using Web services was the obvious way to go. After a disappointing experience with a Java-based BPI tool, we selected LANSA Integrator. Now all our Web services are built in LANSA," says Gheysens.

**"Quick exchange of contracts and specifications has sped up fulfillment."**

## Smooth Exchange of Information

The enhanced sales solution is based on individual customer dossiers that are assembled in XML on the System i with LANSA Integrator and then assigned by the sales manager to a sales rep for downloading to their laptop. Because the majority of the information is kept in the downloaded customer dossier, the rep can work off-line.

From the dossiers, sales staff have a complete view in ProPricing of all their customers, including existing contracts, forecasted sales, recent contact notes, last year's advertisements and other supporting documents.

Based on the available information and on new input from the customer, the sales rep can build a number of new advertising scenarios with appropriate pricing and present these to the customer.

When the customer selects a scenario, the sales contract and advertisement specifications are created in ProPricing and uploaded by Profolio to the System i via a LANSA Web service which parses it into the DB2 database for further processing by the back office system. Some information, such as logos and graphics, can also be delivered manually by email or post. →



Truvo Belgium, the market leader in local search and online advertising, publishes its Golden and White Pages phone directories in print, online and via CD, DVD and Digital TV.

The graphics department then works on the advertisement based on the specifications and instructions that are kept on the System i. The real graphical design work is done on their Macintosh computers and the resulting advertisement is stored on Truvo's UNIX server in postscript and PDF format. When finished, the customer gets a printed proof of what he has bought for approval.

Recently, a LANSA Web service was used to dynamically create a URL that links to a PDF of last year's graphic advertisements that is stored on the UNIX machine. The sales rep can browse these PDFs online or use a fast FTP connection to download them to their laptop.

"If the graphical advertisement stays the same, it can be quickly reused and the sales rep can focus on the other changes the customer wants. All this has improved the contract turnaround time, which is a great benefit to the customer and Truvo," says Gheysens.

Preparation of the printed guides and directories also happens on the System i. The directory data is pre-paginated with LANSA-based software and delivered in XML format by LANSA Integrator to the printer.

### Easy Business Process Integration

"Smooth exchange of information between the System i and the sales representative's laptop has helped them conduct an efficient and productive meeting with customers," explains Gheysens.

"The sales rep can quickly show a number of advertisement scenarios to the customer and provide accurate pricing on the spot."

"Once the sales rep has closed the sale, the contract is uploaded and parsed to the System i via a LANSA Integrator Web service where the information is used to handle all further back office processes."

"The quick exchange of the sales contract and advertisement specifications has sped up fulfillment and helps support our customer focused approach."

"LANSA's stability and performance are crucial in our demanding environment with massive databases and complex processes. The System i can handle the heavy load easily."

"Developing Web services with LANSA is quick and production performance is also good. We taught ourselves how to build Web



*The Truvo Golden Pages team (from left to right): Back row – Leo Gorree, Gert Verhaeren, Christian Met, Karel Favresse, Griet Peeters and Chris Fransen. Front row – Gunter Gheysens (IT development manager and architect) and Martine Proost.*

services, with just a bit of help from a LANSA consultant. So it didn't take long before we could create them on our own."

"LANSA makes it easy to map data and create links. In Java, even if you have a script, there is still a lot of coding. LANSA Integrator is our path forward for all Web services."

"If you want to stay in the game in this industry, you have to be able to adapt quickly and use every window of opportunity. That is not always easy when you use packaged solutions or outsource development. That is why we want to be in control of our business critical applications."

"Easy business process integration with LANSA Integrator and Web services lets us seamlessly integrate best of breed back office systems. We can quickly grasp business opportunities and provide better service."

"LANSA provides magnificent products for development and integration. Having experimented with other integration tools and maintaining the .NET based solution ourselves, we can compare and realize the enormous amount of work LANSA does underneath the covers. The speed of coding and the simplicity LANSA provides is exceptional. After a few weeks of training you can be quite productive."

**"LANSA Integrator is our path forward for all Web services."**

### Staying Number One

"We want to stay number one in Belgium for all local search and advertising facilities, both in print and online," says Gheysens.

"We want to help our customers to be easily found by their customers. We want to provide the best possible services to support their business. We want to differentiate ourselves from the competitors in both quality and quantity of information. That is our aim."

"As an IT department you don't always have the time and the budget to take a step back and improve the architecture of your IT systems before you bolt on new business functionality. We are still a long way from implementing an SOA environment, but every Web service is a step in the right direction."

"Today we only use Web services between our internal business systems, but in the future we may want to give customer access to some parts of their data. The architecture that we are establishing now with LANSA Integrator allows for that," concludes Gheysens ■

### COMPANY AND SYSTEM INFORMATION

- Truvo Belgium, named Promedia until September 2007, is Belgium's leading local search and advertising provider. Truvo Belgium's head office is located in Antwerp and it has several regional offices through the country. With a volume of 4.5 million copies, the printed Golden Pages directory is the most widely distributed reference work in Belgium. The online versions attract nearly 1.9 million unique visitors every month. Truvo's directories are also available on CD, DVD, Digital TV and via an MSN Chatbot. Truvo Belgium employs 800 people. For more information visit: [www.truvo.be](http://www.truvo.be)
- Truvo Belgium uses a System i model 530 which regional offices access via leased lines. The Golden Pages IT team consists of six business analysts, eight LANSA developers, two .NET developers and four quality control staff. Operational support is done by a separate division.

# Federated Group deploys Windows CMS portal



The Federated Group

The Federated Group, based in Mississauga, Ontario, Canada, provides a complete range of customs and logistics services across North America and around the world. Federated used Visual LANSAs Framework to deliver a Client Management System (CMS) that integrates directly with existing System i backend systems. LANSAs Client is used for reporting and analysis over operational files and a data warehouse.

**"The CMS serves as a centralized repository of client information"**

**Nancy Riddell**, senior business analyst at the Federated Group, says, "Using LANSAs triggers to update the existing databases saved us customizing over 400 programs and lets us continue to use the existing customs, accounts receivable and freight systems without major modification. With this approach we can modernize and redevelop these systems at our own pace, with minimal disruption to the business."

## The Client Management System

Federated sent its developers for LANSAs training and brought in a LANSAs Services consultant for onsite mentoring. A design committee was set up with key users from the shareholders.

## Meeting Diverse Shareholder Needs

The Federated Group, an integrated group of customs brokers and logistics providers owned by twenty shareholders, is also an IT provider for thirteen other companies.

Federated started using an IBM System/325 years ago and has since evolved to the System i. The company's in-house developed customs, freight forwarding and accounts receivable RPG systems, used by 500 users in over 50 locations, needed replacement. But before embarking on a redevelopment project, Federated decided to first take stock of the way these systems used and stored client information.

"Client information was maintained in several areas and had to be entered multiple times," says Riddell.

"We wanted to centralize client information, so that it could be shared by all divisions."

"Most importantly, we wanted the CMS solution to update client information in our existing systems directly. But we didn't want to change the existing file structures, as it would affect over 400 backend programs."

"We briefly investigated buying a packaged CMS solution, but from past experience we knew that a packaged solution was not going to meet all the shareholder's needs. We needed a solution that we could control ourselves."

"We already knew about LANSAs and had several meetings with them to discuss the best way forward. We decided that LANSAs's productive framework approach would also provide guidance for our RPG programmers who were new to Windows development."

It took Riddell and her team six months to complete the requirement analysis and system design. "Even though all stakeholders are in the same industry, they have different requirements. We used LANSAs's prototyping tool extensively to help refine the system design, which was reviewed in weekly meetings."

"The user committee preferred a LANSAs Windows rich-client user interface to a browser interface. With 500 users at over 50 locations, a zero-install browser interface might have been easier to support, but by using LANSAs's Just-in-Time (JIT) deployment we could automate program distribution and deployment, all the way to the user's PC."

After the user committee approved the design, development took another six months with a team of four.

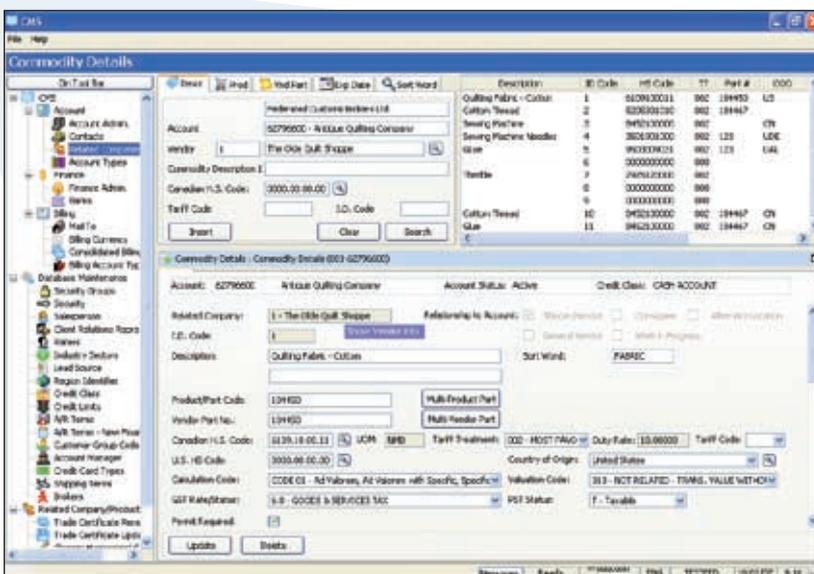
The CMS allows for central management of all client data. This can be quite massive, because as a customs broker, Federated needs records about all the vendors its clients deal with and all products imported or exported.

While areas of the old backend systems were limited in the number of client and contact addresses stored, the new central CMS can handle unlimited invoice, contact and delivery addresses.

The data relevant to the backend systems, such as customs classification codes, rates and address information, is automatically updated by the CMS using LANSAs trigger functions.

Riddell explains that, as the backend systems will eventually be replaced, large portions of backend functionality have already been moved into the CMS. So redevelopment of those systems should be easier.

The CMS gives a complete impression of the account status, including historical statistics and an up-to-date customs and billing summary overview. →



The Federated Group's new CMS system gives a complete impression of the account status, including historical statistics and an up-to-date customs and billing summary overview.

In addition to storing operational information, the CMS also allows the capture of profiling information, such as free format notes, company revenue, employee numbers, industry, regional business activities and branch locations.

"Managers now get a quick and complete overview of an account from a single screen," says Riddell. "The CMS is becoming the central portal for all backend systems."

### Benefits of a Centralized Repository

"The biggest advantage of the CMS is that it serves as a centralized repository of client information," says Riddell. "Our users don't have to jump from system to system and screen to screen to maintain information or enquire on a client."

"The CMS is tightly integrated with our customs, freight and accounts receivable systems with LANSAs triggers, so client data in all backend systems is now consistent and up-to-date. This tight integration let us continue to use these systems without major modification."

"We could never have achieved that kind of control with a packaged solution. We would have had to replace all systems simultaneously, an expensive and high risk approach."

The CMS has its own built-in security, allowing division managers to set up new users, with varying degrees of authority. "Our technical services team used to get involved all the time. Now managers can set up staff access on their own, saving time on both sides."

"We also empowered business users by giving them the LANSAs Client and Crystal Reports bundle for query and reporting. Many user requirements were for reporting and statistical overviews. Now they can do their own reporting."

"The rollout was easy. One IT resource did the LANSAs Client training and trained the users. Now we have at least 30 people producing their own reports and queries. Users just love it."

"All we have to do is make the files known to the LANSAs Repository and the users create their reports," says Riddell.



*The new Client Management System is becoming the central portal for all backend systems and gives managers a complete overview of a client account from a single screen.*

### "Using LANSAs triggers saved us customizing over 400 programs "

Laurel Marshall is operations manager at the Federated shareholder Thompson, Ahern & Co. Limited. Marshall was on the CMS design committee and explains that, "Information in the CMS is very important to us, because we need to be able to track related business plans."

"I am now able to draw out a lot more information than before. I can analyze clients to see if volumes are up or down. I can analyze regions and investigate whether we can develop new business there, do comparative research between this and last year and so on. The information helps us in developing business plans."

"The more you know about a client, the better the relationship can be with them. The information also helps us when negotiating contracts and pricing," says Marshall.

### Next Step is Customer Access

"LANSAs was the easiest route for our first Windows project," says Riddell. "We specifically like the LANSAs Repository and reusable components."

"Even business users can access field descriptions, formulas and help text defined in the repository in their queries and reports."

"Nothing needs to be defined or developed more than once. With RPG we often had to repeat the same code."

While clients currently have Web access to the backend systems using Net.Data applications that offer shipment tracking, inquiries, customs forms and imaged documents, Federated plans to replace this with a LANSAs-based client portal to provide greater functionality.

"We can improve client service by giving real-time access to customs, shipping and billing data. Clients should be able to view and maintain their own products and other data."

There is also a wealth of reports that we want to make available online for the clients," concludes Riddell. ■

### COMPANY AND SYSTEM INFORMATION

- The Federated Group, headquartered in Mississauga, Ontario, Canada and incorporated in 1953, provides cross-border and global logistic solutions, including customs brokerage, freight forwarding, air, ocean and ground transportation, warehousing, distribution, customs consulting and information technology services. Federated has offices in Mississauga, Toronto, Hamilton, Montreal, Vancouver and the major gateways of Niagara Falls, Fort Erie, Sarnia and Windsor. The U.S. operations are based out of Buffalo, New York. For more information visit: [www.federated-group.com](http://www.federated-group.com)
- Federated uses an IBM System i model 520 as a main processor and a model 550 for the deployment of Web applications. Shareholders and their branches have direct connections to the System i in Mississauga. The Visual LANSAs-based Windows programs are automatically distributed using LANSAs Just-in-Time deployment.
- Federated's development team consists of two developers. The support team consists of four technical service analysts, one EDI specialist and one person handling all the user training.

# Holley boosts dealer service with Web access to BPCS



Holley Performance Products, Inc., headquartered in Bowling Green, Kentucky, USA, is one of the world's leading makers of high-octane aftermarket automotive components. Holley is also the parent company of Lunati, Weiand, FlowTech, Hooker, Earls and NOS, top brand products for street performance, race and marine applications. Holley uses LANSA Commerce Edition for BPCS to give dealers direct Web access to inventory, orders and accounts information from its BPCS ERP.

**Mike Bullard**, customer service manager at Holley, says, "The aim of our B2B site was to improve customer service, but due to improved accuracy, fewer inquiry calls and streamlined procedures, we see internal efficiencies as well. This helps keep our prices competitive and we expect the system to pay for itself in seven months. We will always offer one-on-one customer service, but dealers now have a choice."

## The Need for Better Dealer Service

Holley was founded in 1903 and soon had its first major customer, Henry Ford, who asked Holley to produce a carburetor for his Ford Model T. So, it is no overstatement to say that Holley has been the undisputed leader in fuel systems for over 100 years.

Today, Holley specializes in the automotive performance aftermarket. Holley's customers are specialized retail automotive stores, such as AutoZone, O'Reiley and Advance and mail order companies like Summit Racing and JEG'S Equipment.

Some dealers use EDI, but until recently, most dealers would fax or phone in orders which customer service representatives would enter into BPCS manually. There were also a large number of stock availability, pricing, delivery dates and account inquiry calls.

"In peak periods the number of calls to our call center would easily amount to 200-300 calls a day," explains Bullard. "We could not always deal with the calls as quickly as we would have liked and customers might have had to wait or leave a message."

"Plus we could not provide customer service during the weekend. Most of our retail dealers are open on Saturdays, while we are only open on weekdays. Dealers would often get inquiries about product availability during the weekend, which they could not answer until Monday. By then the customer might have purchased the product elsewhere."

"We realized that an interactive Web site would improve our customer service and started to look around for a solution," continues **John Lippert**, manager of business systems at Holley.

"We are a fairly small, agile IT organization. Rather than writing solutions, we try to find the best-of-breed packaged solutions that we can integrate with our existing solutions."

"We evaluated several solutions and used a rated response system to compare vendor offerings. In the end, it came down to LANSA because we wanted a solution with native integration to BPCS. We also looked at writing it in-house."

"LANSA Commerce Edition for BPCS was the better deal, because it provided a solution that gave us complete control, without having to develop from scratch," says Lippert.

**"We expect the system to pay for itself in seven months."**

## Concept to Pilot in Four Weeks

Holley's B2B site integrates directly with BPCS. Functions include inventory inquiry, order checking, order entry, delivery tracing, account inquiries and invoice reprinting. For items that are out of stock or made-to-order, the delivery date is calculated by a BPCS MRP module. Dealers can also get shipping status information from UPS and other shippers via direct links from the site.

Holley's project team consisted of Bullard, the project manager on the business side and John Law, a business analyst on the IT side. A LANSA Services consultant made the few customizations that Holley required and the project took four weeks, from concept to the first pilot test.

"We didn't have to re-write a lot," says Lippert. "Most of the tailoring was for our pricing and promotions. Having the majority of the logic out-of-the-box in the LANSA Commerce Edition framework and using LANSA Services expertise for implementation and customization worked well."

"The site gets its information directly and in real time from BPCS. The dealer sees exactly the same information over the Web as our customer service representatives do here at our call center. There is no data duplication and only one version of the truth." →



Holley Performance Products, Inc., is the parent company of Holley, Lunati, Weiand, FlowTech, Hooker, Earls and NOS, top products for street performance, race and marine applications.

"We had a small group of eight dealers using the site for a few months and used their feedback to fine-tune the solution and make sure it met their requirements."

After this initial period, Holley launched the site at the SEMA Show in Las Vegas and signed up more dealers on the spot.

### Benefits of an Integrated Solution

"Dealers can now get an answer to most of their queries instantly, without having to wait on the phone for a customer service representative," continues Bullard.

"They can check inventory, place an order, trace the delivery of an order or view their account details. We will always continue to offer one-on-one customer service, but dealers now have a choice of using our Web site."

The Web self-service order status tracking, account inquiry and re-printing of invoices is especially popular, even among the dealers that use EDI.

"We expect to see a 30 to 40 percent drop in phone calls over the coming year," says Bullard. "This will allow our service representatives to provide a better one-on-one service."

"We are looking at a labor savings of two to three hours per day for each representative and we won't need to increase manpower as our business grows."

"Looking into the next year we expect to have little or no wait times when our customers call," says Bullard.

According to Lippert, because the order goes straight into the BPCS system, the site has shortened the normal order processing cycle by at least one day. "But for exceptions, such as out of stock situations, the reduction in processing time is far more dramatic."

"Because the customer is notified immediately, they can now adjust the order instantly. With fax orders, customer service would have to call that customer back."

Holley's customers in Europe and Asia can now check stock levels and place orders during their business hours, instead of waiting for a reply to an email or fax. Holley's local customers also benefit from the 24x7 availability of the site. "Our retailers can now inform their customers with certainty about product availability and delivery, whether it is a weekday or weekend, without having to make a lengthy phone call," explains Bullard.



From left to right: Mike Bullard customer service manager, John Law business analyst and John Lippert manager of business systems at Holley Performance Products.

"Improving the level of service to our dealers means our dealers can provide a better service to their customers as well."

"Very few of our competitors offer a Web site to their dealers. According to our dealers, the few that do have sites that are less advanced and harder to use than ours."

"This is a very competitive market, so customer service is important. We are now easier to do business with, which ultimately translates into better sales."

"The main aim of our B2B site was to improve customer service. Because of the improved accuracy, fewer inquiry calls and invoice reprint requests, plus more streamlined procedures, we have also seen internal efficiencies. This helps us to keep our prices competitive. We expect the system to pay for itself in seven months," says Bullard.

### Plans for Continuous Improvement

"We have been using BPCS since 1995 and we are very comfortable with that environment," says Lippert.

"BPCS works extremely well for our business, so finding products like LANSAs that have a native integration with something we already use effectively increases the return on our existing investment and infrastructure."

### "LANSAs Commerce Edition gave us complete control, without developing from scratch."

"LANSAs Commerce Edition for BPCS was fast to implement and is easy to maintain. LANSAs works well for us."

"We put this LANSAs Web extension project in ahead of schedule and a few thousand dollars under budget."

"We will continue to improve the site by adding areas for product recommendation and technical assistance."

"For example, when a dealer orders a particular part, the site will pop-up advice that it is best used in combination with another part, then offer a direct link to it. By grouping products logically and advising dealers of complementary products, we expect to drive better sales."

"We are also investigating ways to make it easier for our dealers to electronically transmit their orders directly from their system to ours using LANSAs Integrator."

"Some larger dealers use EDI, but we want to offer our smaller dealers formats, such as XML, CSV and XLS, that are affordable and easy to implement," concludes Lippert. ■

### COMPANY AND SYSTEM INFORMATION

- Holley Performance Products, Inc., headquartered in Bowling Green, Kentucky, USA, is the parent company of Holley, Lunati, Weiand, FlowTech, Hooker, Earls and NOS – top brands for street performance, race and marine applications. Holley has been the undisputed leader in fuel systems for over 100 years and Holley carburetors power every NASCAR® team and every NHRA® Pro-Stock champion. The Holley line also includes fuel pumps, fuel injection, intake manifolds, superchargers, cylinder heads, exhaust parts, camshafts and engine dress-up products. For more information visit: [www.holley.com](http://www.holley.com)
- Holley uses BPCS version 8.03 3.2 and runs both its operational systems and the LANSAs B2B site on a single IBM System i model 825.

# Morphy Richards gets on the critical path with Datel

**morphy richards**

Based in South Yorkshire in the U.K., Morphy Richards Limited, designs, manufactures and delivers a broad range of small domestic appliances from the renowned iron, kettle, toaster, to floor care, audio/visual and hair care. Morphy Richards implemented LANSA business partner Datel's Critical Path Management (CPM) solution to reduce product development lead times through the entire organization.

**"CPM has underpinned a fundamental change in our business process."**

"Datel's CPM solution has provided us with a view over all product development projects," says **Trevor Burrows**, IT and supply chain director at Morphy Richards. "We have the ability to see a summary of what is late and then drill down to pinpoint the problem so corrective action can be taken. With greater visibility we now have a better understanding of why things get delayed. CPM has underpinned a fundamental change in our business process."

## The Search for an Easy to Use PLM

"A multi-disciplined team of IT, engineering, design and sourcing personnel was set up to review our options," says Burrows.

"The team reviewed several Product Lifecycle Management (PLM) offerings that were all very powerful. Although we required a corporate system, some of the PLM systems we reviewed had been predominately developed for the automotive or aerospace sectors. There is a difference between managing the development of an airbus and a toaster!"

"We knew that the solution we selected would be used by a large number of people, therefore it had to be very easy to use."

Morphy Richards' core IT system, System 21 ERP from Infor (formerly Geac) runs on its IBM System i. Burrows explains that this was also an important factor in the search.

"As well as looking for a solution to meet the new product development challenge, as an IT department, we were also looking for a way to move forward with application modernization."

"We have existing in-house RPG skills and were looking for ways to develop these to adopt a modernized approach to our application development. I already knew about LANSA's development tools, so I got in touch with them."

"During our dealings with LANSA they became aware of our requirements for a NPD system and introduced us to their business partner, Datel, who had already developed something similar."

"Although Datel are focused on developing and delivering solutions for the clothing and footwear industry, the CPM solution was designed to aid the management of complex supply chains. The challenges of managing the supply chain for a domestic appliance company with design in the U.K. and production overseas are very similar to those faced by some clothing companies."

"Datel demonstrated the CPM solution and we instantly saw it already met 65 percent of our needs, with the potential to meet 95 percent of our needs quickly." →

## New Product Development Process

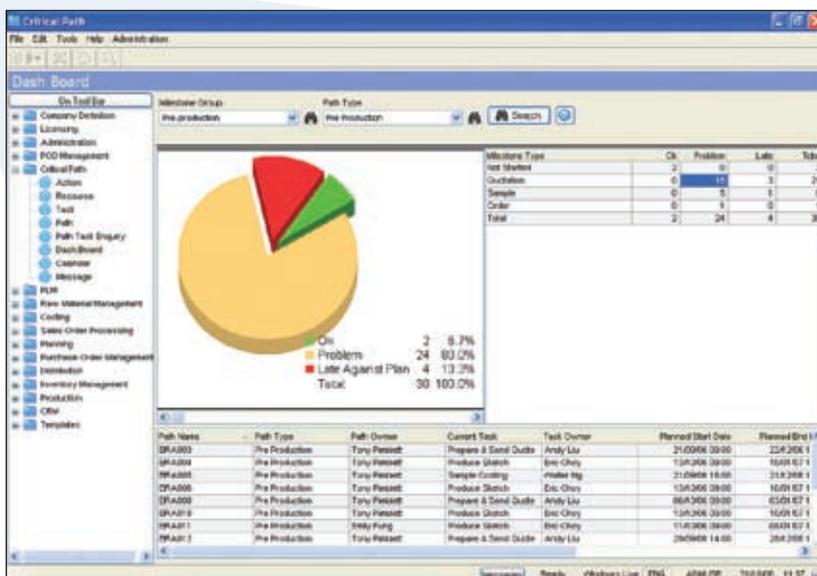
Today, more households in the U.K. have a Morphy Richards product than any of its competitors and the U.K. office is focused on product design and development with most manufacturing sourced from a variety of suppliers in Asia. To facilitate management of its supply chain, Morphy Richards has a Hong Kong office liaising locally with suppliers.

Morphy Richards recently introduced new business processes to meet the challenge to excel in innovation along with reducing product to market lead times. The company has introduced a new company structure focused around category teams. Each category team is made up of sales, marketing, design and engineering personnel who take a group of products from design to concept to delivery.

The New Product Development (NPD) process begins with a problem or an opportunity, ideas are captured, an idea then becomes a concept which when approved becomes a project. At this stage, the team works with suppliers to produce samples that finally become a finished product.

"To bring a new product to market can take various people across different time zones a few months depending on the complexity of the product," explains Burrows.

"Individuals have their own method of managing information using email, various forms and spreadsheets etc. The process was not formal or structured enough to support the business process changes and we recognized there was a need for a formal, corporate system."



The Datel CPM dashboard gives Morphy Richards a management view across all critical paths, including a summary of what is late and the ability to drill down to pinpoint problems.

"We worked with Datel to specify and design the additional functionality, much of which now forms part of the standard package," says Burrows.

### The Benefits of the Datel CPM

The Datel CPM solution is a powerful interactive event and task management system. The system aligns the correct resources to a process, monitoring progress and performance throughout. Problems are quickly identified enabling timely corrective action.

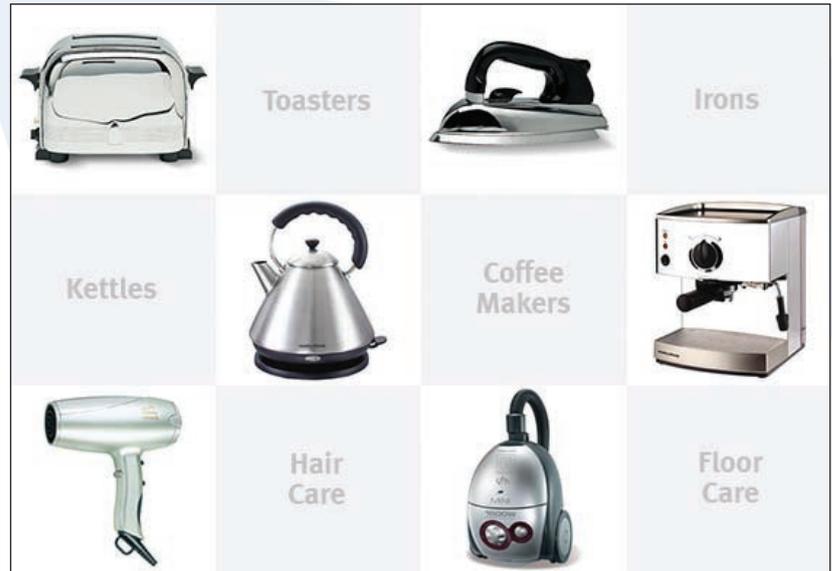
After the initial roll out, Morphy Richards had around 50 users of the CPM system, including the category teams, purchasing, scheduling, management and directors. The directors are not only evaluating progress, they are also part of the project process. For example, at certain stages of the NPD a director needs to give authorization, this is now completed electronically as part of the critical path.

One of the new developments was the dashboard, which provides a management view across all critical paths. The chart presents the number of paths ahead of plan, behind plan and on plan with drill down to the individual critical path. As Morphy Richards operates in category teams, the dashboard gives a view as a business and by category team.

"In line with the dashboard, the calendar function is pivotal," explains Burrows. "When an individual logs on, the calendar provides them with a task list by day, week and month. This enables them to become more proactive and better manage their time. We see the calendar as an individual's dashboard."

"Our goal is to get the users to use CPM regularly, every day. It needs to become second nature, almost like processing your email. The first thing anyone does when they arrive at work is to open their email. So we have a strap line of 'NPD everyday'. We feel this is achievable as the Datel CPM solution's fundamental design idea is to be as easy to use as email."

"The business motivator to look for an IT system was to support the NPD process. We needed to shorten lead times through the



*From the renowned iron, kettle, toaster and other kitchen aids to floor care, audio visual and hair care, more households in the U.K. have a Morphy Richards product than any other brand.*

organization, as well as gaining control and visibility of this process."

"Datel's CPM solution gives us an overview of all critical paths. We can see a summary of what is late and drill down to pinpoint the problem so corrective action can be taken."

"With greater visibility, we now have a better understanding of why things get delayed. CPM has underpinned a fundamental change in our business process," says Burrows.

### Plans for Ongoing Development

Burrows explains that one of the deciding factors in selecting Datel's CPM was the Web capabilities of LANSAs. "Going forward we want our engineering team and suppliers to have access via the Internet. It will become an integral part of our new product development process. So Datel's Web development plans for the solution complemented our plans."

"Our IT strategy is to develop complementary systems around the CPM software. The LANSAs and Datel framework provides us with the logic to rapidly begin our internal developments and deployments."

### "LANSAs and Datel let us rapidly begin our internal developments and deployments."

"Currently we have 50 users on the system and as we are still rolling out the solution we see this number growing. We have on average 90 tasks to each critical path and some, like packaging, can consist of many steps and are mini projects in themselves. Going forward we will consider the sub-tasks facility to obtain even greater control of the processes."

"Morphy Richards is traditionally a U.K. company. As part of our future growth plans we are looking to grow our global markets. With this growth, our new product development process will become more dispersed, resulting in the critical path software being even more vital to ensuring control and visibility."

"The solution is already truly multilingual enabling us to roll out the solution in line with our planned growth," concludes Burrows. ■

### COMPANY AND SYSTEM INFORMATION

- Morphy Richards Limited is based in South Yorkshire, U.K. on a 20-acre site incorporating the head office along with the main U.K. distribution center. Employing around 300 people with a turnover in excess of £95 million the company designs, manufactures and delivers a broad range of small domestic appliances. For more information visit: [www.morphyrichards.co.uk](http://www.morphyrichards.co.uk)
- Datel Protex Limited is a leading provider of business management solutions to apparel and footwear companies worldwide. Datel's enterprise management solution Protex has continually evolved in line with the ever-changing apparel and footwear industry. Once a manufacturing system, Protex now provides a competitive edge for CMT companies, as well as traditional manufacturing and sourcing companies.
- Datel's head office is in the U.K. with the Datel Asia subsidiary based in Hong Kong. Datel has agents in Thailand, India, Sri Lanka and Indonesia. For more information visit: [www.datelprotex.com](http://www.datelprotex.com)
- Morphy Richards runs its operational systems on a IBM System i model 810. Datel's CPM application runs on an IBM X-series X346 Xeon 3.2GHz dual processor server, with the data held on the System i.

# Weidmüller saves with LANSA Commerce Edition for JD Edwards



The Weidmüller Group is a leading provider of solutions for the transmission of power, signals and data in industrial environments with production facilities, sales companies and agencies in over 70 countries. Weidmüller in North America, based in Richmond, Virginia, USA, has over 750 distributors and direct customers. Weidmüller replaced an inflexible ebusiness solution for its JD Edwards World ERP with LANSA Commerce Edition to lift online orders from under 30 to over 50 percent.

**Selena Garner**, customer service manager at Weidmüller, says, "Our company is expanding rapidly and sales have increased greatly over the last two years. Even so, the sites have freed up at least eight hours of labor each day. LANSA Commerce Edition is highly flexible and any requirement we dream up can be added."

## Slow Uptake for Online Ordering

Weidmüller's customers in America and Canada consist of several hundred distributors, mainly electronics suppliers and OEM partners, with a smaller number of direct customers in the railway, shipbuilding, electrical equipment, process and machinery industries.

Weidmüller had offered distributors Web access for online ordering and shipment tracking for a number of years, but the uptake was disappointing.

"We want to receive at least 60 percent of distributor orders electronically, but we were achieving less than 30 percent," explains Garner. "Our distributors did not like the old Web site at all as the navigation was cumbersome and it lacked functionality."

Many distributors still placed orders by fax, phone and email which caused problems, including distributors quoting incorrect prices on their purchase orders, or not realizing an item was on backorder. Garner's team then needed to contact the distributor to rectify the error, which delayed delivery and put a strain on the relationship, especially when a distributor had committed on a price and delivery date to their customer. Weidmüller's call center also received many inquiry calls that could easily have been handled online.

"The last thing you want is a customer service person on the phone reading off tracker numbers or stock levels," says Garner. "To increase the online usage by our distributors we needed a far more friendly and functionally rich B2B site."

Weidmüller had given up trying to improve their existing packaged B2B Web site, as the vendor had become less responsive to their requirements. The architecture of the site was also a problem as the solution required the installation of Java applets on a Windows server, while accessing the System i data.

Implementing updates always required two developers, one with strong HTML skills and one with JD Edwards and System i skills.

When the Java version of the applets started falling behind, hindering the upgrade to a newer Windows server, Weidmüller decided to look for a better solution urgently.

"One of the reasons we chose LANSA was their good understanding of JD Edwards," states **Kevin Rackley**, systems analyst at Weidmüller. "LANSA Commerce Edition would also run on the same server as our ERP and was easy to customize and expand, putting us in control."

**"The sites have freed up at least eight hours of labor each day."**

## A Rapidly Implemented Solution

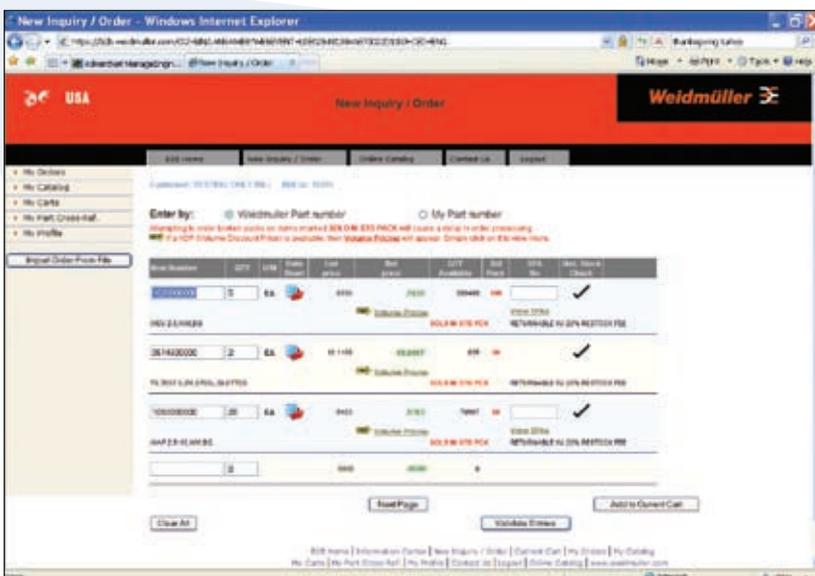
With the assistance of a LANSA consultant, Rackley built and implemented Weidmüller's first B2B solution, a site for its American distributors, in less than two months.

"In fact, getting the site up and running took one month," explains Rackley. "But once the site was available, everyone got really involved and changed their idea about how the site should look and behave. So we had another month of customization."

"We first rolled out the site to the guys that complained the most about the old system," laughs Garner. "They told us about their favorite Web sites and their least favorite sites and what features work best for them."

For example, distributors often know the part numbers they want and don't always want to shop around or browse the online catalog.

They can now key in all the items they need, even using partial item numbers, and the system validates the entire order and shows the descriptions, prices and availability for all line items simultaneously. Distributors and customers can also create custom catalogs of frequently ordered parts that give a quick overview of what is in stock. →



Weidmüller's new site lets distributors key in orders using partial item numbers. The system will validate the entire order and display descriptions, prices, availability and delivery dates.

They can also place orders by uploading an Excel file with part numbers and quantities to the B2B site.

Rackley next implemented a site for Weidmüller's Canadian distributors. The Canada operation runs from the same server, but uses a separate instance of JD Edwards.

"The Canadian site, with many customizations, was operational less than three weeks after we demonstrated the American site to them," says Rackley.

The third ecommerce site was for direct customers. Although similar in functionality, over time this site has become quite distinct.

"By creating separate Web site instances, each business division can make autonomous decisions, while we have the benefit of a single platform and single skill set company wide," says Rackley.

### Rapid Uptake by Dealers

Less than two years after implementing the first B2B site, Weidmüller now receives nearly 50 percent of its orders electronically and is well on its way to achieving its target of 60 percent. Just as importantly, the volume of inquiry calls has also dropped dramatically.

One feature that has greatly boosted the uptake of online ordering by distributors is drop shipping of goods directly to customers.

"Rather than taking up valuable time from the customer service team, sales reps also use this feature to ship samples," says Garner.

"We get a lot of small orders in the afternoon, just before the 3:30 p.m. cutoff time for same day shipping. Previously my team had to scramble to key in those 'red orders' on time and customers would call to confirm they had made the deadline. Now orders flow straight to the warehouse and the customer gets immediate confirmation."

"Our company is rapidly expanding and sales have increased greatly over the last two years," continues Garner. "Even with increased business volumes the site has freed up at least eight hours labor each day, so my department can now take on more responsibilities."

"The sites have made it easier for our customers to do business with us. Not only easier than it was to deal with us in the past, but also easier than it is to deal with our competitors. The new sites have also helped bring in new customers."

"We get compliments all the time. On the rare occasions that our Internet service



*Selena Garner, customer service manager and Kevin Rackley, systems analyst at Weidmüller North America.*

### "LANSA Commerce Edition is highly flexible. Anything we dream up can be added."

provider has problems, even if only briefly, we get phone calls immediately. That's a clear sign the site is constantly being used."

"We can offer our customers true 24x7 access. On Monday mornings the warehouse always has orders that were placed during the weekend. Customers also access the site after hours during the week, especially our customers on the West Coast."

"The site offers more features than we could ever offer over the phone and saves time and effort on both sides. It is hard to measure directly, but I am sure average order costs and delivery time have come down," says Garner.

Rackley adds, "Now we have a solution that is purely browser based and doesn't require a separate Windows server."

"With LANSA everything can be on the same System i box, a far easier to manage and more robust B2B environment than before. The System i never crashes, doesn't need rebooting and is very secure. Except for one planned upgrade, it has been up for two years."

### Rapid Improvement Cycle

"LANSA Commerce Edition is highly flexible. Any requirement we dream up, can be added to the site," concludes Garner.

"At the beginning we tried to keep to the standard version, but once we realized how easy it was to make changes, there were no limitations. The more we asked for, the faster the changes came. It was something we had to get our mind around because the old system was so inflexible and nothing could be changed."

"With LANSA we can customize the Web solution with our own System i developers who also understand and maintain our JD Edwards ERP," continues Rackley.

"The LANSA Repository and 4GL are easy to learn. In the old days we always needed help from the vendor and two people to upgrade the system, one with PC skills and one with System i skills."

"Now one person with only general HTML knowledge can update the system. That is where we will continue to save money."

"Back in 2005, we needed something we could implement quickly and painlessly, and that's what we got with LANSA Commerce Edition," concludes Rackley. "But we are barely tapping what LANSA can do." ■

### COMPANY AND SYSTEM INFORMATION

- Weidmüller is the leading provider of solutions for the transmission of power, signals and data in industrial environments. The company develops, produces and sells electromechanical connection technology, switching cabinet electronics and network infrastructure components. The Weidmüller Group has a strong international focus with its own manufacturing plants, sales companies and agencies in over 70 countries.
- Weidmüller in America is based in Richmond, Virginia, while the Canadian operation is based in Markham, Ontario. Both operations run separate instances of JD Edwards World 7.3 ERP on the same IBM System i model 520. For more information visit: [www.weidmuller.com](http://www.weidmuller.com)

# 20 years of technology insurance for LANSA customers in EMEA



In LANSA Review 34, we showcased how LANSA customers and partners in the Americas are proof that corporate agility can be achieved and maintained over a long period. In this issue, you can read how LANSA has helped companies in Europe, the Middle East and Africa maintain their business success over the last 20 years.

Business success requires agility. To support a business, software systems need to be agile as well. IT departments must have the agility to benefit from new technologies as they emerge. Regardless of what emerges as the next big thing, LANSA customers can embrace new technologies with minimal impact.

## LANSA Partners in Europe

LANSA has conducted business in Europe since 1988. With partners like **SIDIM** in Italy, **Online Computer Services** in Greece, **Slavia Data** in the Czech Republic and **TCM Software & Services** in South Africa complementing direct operations in the U.K., France and the Netherlands, LANSA has had a strong presence in the entire region.

**CHP Consulting**, a London-based company specializing in solutions for the leasing and asset finance industry, has used LANSA for its ALFA range of software products since 1990. CHP customers include Barclays Bank, GE Capital, Lloyds TSB, Royal Bank of Scotland, National Australia Bank, Nissan and ING.

Justin Cooper, one of the founding directors of CHP, said, "ALFA's business logic is totally

written in LANSA, with no user exit programs required at all, making it very easy to provide our ALFA solution on multiple platforms and offer new technologies to our customers."

"As we have grown and technology has evolved, LANSA has been right there with us. For example, we are now on our fourth or fifth evolution of our presentation layer and LANSA has helped us support them all. LANSA lets us leverage the hundreds of man years we have put into developing the leading solution in our industry."

**Datel Protex Limited** is a leading provider of business management solutions to clothing and footwear companies worldwide. Datel's head office in the U.K. services Europe, while Datel Asia in Hong Kong serves the Asia Pacific region. A LANSA Partner since 1994,

Datel's enterprise management solution, Protex, has continually evolved in line with the ever-changing clothing and footwear industry. Datel has also developed two cross-industry Visual LANSA Framework applications to address the need for CRM and Critical Path Management solutions.

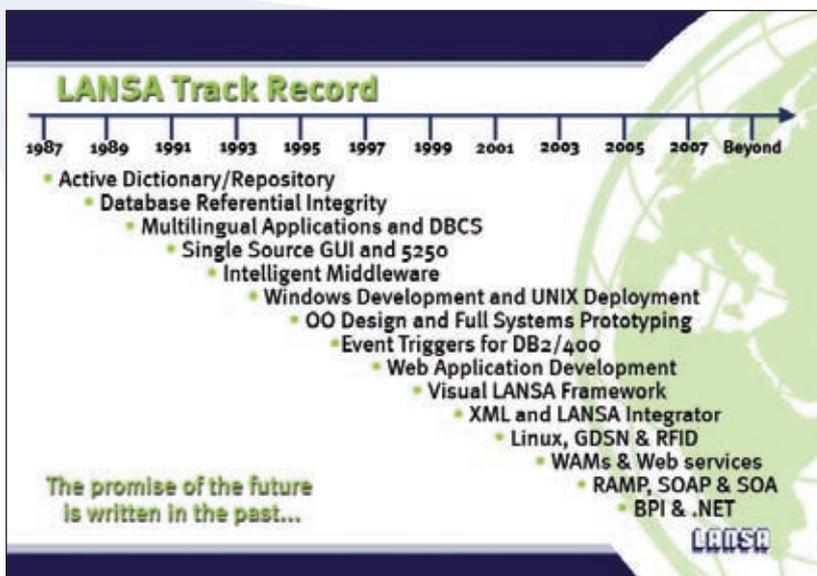
Datel's Critical Path Management solution is a powerful interactive event and task management system used by leading companies such as Morphy Richards that aligns the correct resources to a process, monitoring progress and performance throughout, so problems are identified enabling corrective action.

Martin Rath, director at Datel, "Our aim is to use the best software tools to leverage our industry knowledge, so we can deliver innovative software solutions to our customers. We have built strong business relationships with leading technology suppliers like LANSA to enable us to provide our customers with a total business solution."

**Futura Data**, a leading software integrator and IBM business partner in Denmark, became LANSA's first business partner in Europe in 1988. Futura Data offers a Web trade system for automotive spare parts, which is based on the TecDoc catalogue for the independent automotive aftermarket.

Carl-Ole Jensen, director at Futura Data, said, "Through the years we have worked with LANSA and experienced how fast new facilities have been brought in. Today we have a complete palette of Web, Windows, B2C, B2B, Integration, framework and modernization tools to provide our customers with all round integrated solutions, using a single skill set. LANSA's efficiency and productivity have also let us be frontrunners with our Web trade catalog system and our solution for complying with OIOXML, Denmark's Open public Information Online schema."

**Ficosnet S.A.**, previously part of Accenture (Andersen Consulting) in Spain, offers FICOS Open Advanced Financials solution. In 1995, Andersen Consulting Spain selected an open LANSA solution to take FICOS outside the AS/400 market. The new version was ready in only 18 months and enjoyed increased



With a 20-year history, LANSA has a proven track record for providing technology insurance for agile IT departments worldwide.

sales. FICOS OPEN stands apart from other financial solutions with platform portability from a single version. While many new sales were to Windows and UNIX sites, AS/400 sales were boosted by the openness of the LANSA solution. A broad range of companies including Nestlé, Nabisco, Bridgestone, Volkswagen Finance, Bacardi & Martini, Lidl and 3M use FICOS Open to control their finances.

**IFR France**, based at the Toulouse-Blagnac international airport in France, provides global solutions to the airline industry. IFR's Operational Planning solution (KEOPS), developed in Visual LANSA and LANSA for iSeries, offers flight scheduling, crew management and operations control and is used by over 70 airlines worldwide.

"We started developing KEOPS in 1992 with LANSA for iSeries and now use the same LANSA skills set for graphical Windows development," said Hervé Le Roy, founder of IFR France. "LANSA keeps evolving and KEOPS keeps evolving. We have consistently provided two new KEOPS releases every year."

**RPO Automatisering B.V.**, a LANSA customer and business partner in the Netherlands since 1995, specializes in solutions for fruit and vegetable importers and exporters and real estate management companies. RPO recently redeveloped its widely implemented RPG and LANSA for the Web-based AGE/ng solution in Visual LANSA. The new solution, called Freshng advanced edition, represents nearly 20 years of market knowledge of the fruit and vegetable import/export and wholesale sector.

Paul van der Es, RPO's director of commercial affairs, said, "Because of LANSA's cross platform capabilities we can deploy Freshng on Windows, System i and UNIX. Our larger customers typically choose IBM's very robust System i platform because of its performance and high availability, while smaller customers prefer Windows. Giving those options to our customers has strengthened our market position."

## Customers in the United Kingdom

**Cherry Valley**, based in Lincolnshire, England, was established in 1959 and are market leaders in the breeding and processing of high-grade duck for the U.K. European and Asian markets. Cherry Valley has been using LANSA on their System i to help build bespoke 5250 and client server applications since 1994. When a decision was reached to explore a fully integrated ERP solution, the LANSA ERP Frameworks was an obvious choice.

Kate Butler, finance director of Cherry Valley said, "The LANSA ERP Framework is very versatile and, as our IT department

is trained in LANSA, they can make any modifications themselves. This eliminates the need for expensive consultants. Other software offerings wanted us to change our business to fit their systems, which would not work for Cherry Valley."

**The National Assembly for Wales** develops and implements policies that reflect the particular needs of the 3 million people of Wales and has an annual budget of around 10 billion pounds. The Finance Division of the Assembly has used LANSA since 1995 to deliver 5250 applications, Windows applications and several LANSA Web solutions including strategic solutions for analyzing budget and operational information as well as internal office solutions for claiming travel and subsistence expenses.

Currently, the Finance Division is exploring a LANSA XML interface between its central finance system and sub systems throughout the Assembly.

Alan Strange, IT director corporate services, said, "We have over 3,000 users on our Intranet and most of them use at least some of our applications. We were the first department to offer a Web interface for live transactions. With LANSA we can deliver Web, XML and 5250 solutions with an IT team of only three. We wouldn't take on these type of projects if we had to do them in RPG or Java."

**E.P. Barrus Ltd**, based in Bicester, Oxfordshire, designs and manufactures engines and distributes a diverse range of products including Mercury, Mariner and Yanmar marine and industrial engines, MTD garden machinery and Moto-roma scooters and motorcycles. A LANSA customer since 1993, Barrus was named EMEA Customer of the Year in 2003 for its use of LANSA Integrator to exchange EDI messages with its trading partners including B&Q, the largest do-it-yourself chain in Europe and the third largest in the world.

E.P. Barrus recently implemented a dealer Web site using LANSA Commerce Edition, which also uses LANSA Integrator to exploit Web services offered by Epitomy, a company that specializes in exploded diagrams.

Dave Hansford, IT manager at Barrus, said, "With LANSA we have the flexibility to accept and send business transactions in a variety of formats, using many different communication methods. LANSA is easy to use and complements our existing skill set. LANSA hides the complexities of EDI, XML and Web services and lets us implement any new technologies rapidly with our own staff."

Other U.K. companies who have used LANSA since the early '90s include **Blick Time Systems**, **Brook Crompton**, **Comino**, **FBD** and **Foster Wheeler**.

## Customers in Scandinavia

**Finansinspektionen**, the Swedish Financial Supervisory, is the public authority responsible for supervising companies in the insurance, credit and securities markets in Sweden. Any company planning to operate and offer services on the financial markets in Sweden needs a license from and must report regularly to Finansinspektionen. Since 1992, Finansinspektionen has built its core systems in LANSA, giving over 250 internal users access to information, including reports submitted by supervised companies, as well as publishing information on its Web site.

Wolfgang Meyerhoffer, systems developer at Finansinspektionen, said, "We like the short development cycle in LANSA, as well as its data modeler. We are now taking a closer look at RAMP, which seems to offer a good way to enhance an existing application's presentation and add new functionality."

**GASA Odense**, a leading fruit and vegetable sales cooperative in Denmark, has been a LANSA customer since 1992 and was one of the first in its industry to give customers and member growers Web access to crop forecasting and distribution information. Giving earlier and better information to growers and resellers has enabled better decision-making, resulting in higher revenues for growers and consistent availability of produce for resellers.

GASA has recently started a RAMP project to modernize its core solution by replacing 5250 programs and adding new capabilities and advanced desktop integration.

**Rieber & Sn ASA**, headquartered in Norway, is one of Scandinavia's leading food conglomerates with sales of 4.26 billion US dollars in 2006. The Group has production plants and sales offices throughout Western, Central and Eastern Europe. Its leading brands include Toro, Vitena (both with a wide range of products), Delecta (cakes and desserts), King Oscar (tinned seafood), Mrs. Chengs (Asian food) and Mr. Lee (noodles).

Stein Bakke, IT operations and technical support manager, said, "While we have been very pleased to use LANSA since 1991, currently a growing part of our operations all over Europe are being converted to a single SAP system."

**Shoe-D-Vision**, with its head office in Århus, Denmark, is a cooperative of the Skoringen, Feet Me and Din Grønne Skobutik shoe retailers, with over 320 stores in Denmark and Norway. A LANSA customer since 1992, Shoe-D-Vision used LANSA to build a Windows-based retail back office system called SHOEit, installed at over 80 retail groups. Most SHOEit sites run on Windows 2000 servers with an SQL Server database and connect with two or three individual shoe shop point-of-sale systems. →

Shoe-D-Vision's central ERP system, also developed in LANSAs, runs on a System i server and provides Web access to retailers for stock inquiry, placing of orders and polling of interest for new shoe lines to carry.

Asger Simonsen, IT manager at Shoe-D-Vision said, "With a small team of two developers, including myself, plus three network support staff, LANSAs lets us deliver and maintain a Windows system used by 320 shops, a central ERP system and a dynamic Web solution, all with a single tool set. LANSAs has evolved enormously over the years and lets us evolve our systems as well."

"We are currently implementing wireless access via handheld PDAs for shop employees so they can easily access information, such as stock on hand, register sales and shoes on sale, for all the shops in their group. LANSAs remains a strategic choice for Shoe-D-Vision to ensure we give our members a competitive advantage."

Other longtime Scandinavian customers include **Cramo** and **FTZ Danmark A/S**.

**Cramo**, a machine and modular space rental services company headquartered in Sweden with branches in Norway, Denmark, Finland, Estonia, Holland, Poland and Hungary, has used LANSAs for its core leasing system since 1990 and LANSAs Integrator to provide fast integration with a Java-based Web site.

**FTZ Danmark A/S**, a car parts company based in Odense, Denmark, uses LANSAs for the Web and LANSAs Integrator for all its eCommerce and B2B transacting with dealers and Visual LANSAs for its core ERP system.

## Customers in Belgium, Germany and the Netherlands

**Becton Dickinson (BD)** is a global medical technology company that manufactures and sells a broad range of medical supplies, devices, laboratory equipment and diagnostic products. BD Benelux, a LANSAs customer since 1990 with its IT center in Belgium, uses LANSAs Integrator and WebMethods to exchange real-time transactions between its LANSAs-based European sales and distribution system and its global SAP ebusiness platform.

Nadine de Muynck, IT director at BD Europe, said, "LANSAs is the power behind our core distribution system and the glue between our logistic systems. Our company goal is to improve human health around the world, but we also need to perform well for our shareholders. The bottom line is to do more business more efficiently and LANSAs helps us with this."

**Daihatsu Holland** is the Dutch importer and distributor for Daihatsu Motors, Japan's compact car specialist. A LANSAs customer since 1991, Daihatsu Holland replaced a cumbersome fax ordering system and a complex Delphi system with a real-time LANSAs Web-based dealer support system for over 100 dealers. Recently Daihatsu used LANSAs to develop a solution for its Daihatsu Mobility Service, which entitles customers to repair and emergency assistance throughout Europe. This service has already attracted over 10,000 customers and is growing fast.

Raymond Ginus, IT manager at Daihatsu Holland, said, "The Web-based dealer system drastically improved the accuracy and quality

of the ordering process, while reducing phone calls. Being in control of our LANSAs in-house developed logistics and sales systems, gives us the flexibility to meet the exact requirements of our business and dealers."

**The Greenery B.V.**, based in the Netherlands, distributes, sells and markets fresh produce. With a turnover of €1.6 billion, it is one of the leaders in the vegetable, fruit and mushroom sectors in Europe. A LANSAs customer since 1991, The Greenery uses LANSAs Integrator for exchanging real-time information between USVA, its LANSAs-based core administration system, SAP and other internal System i and Windows systems as well as with external parties.

Peter Boertjes, development manager at The Greenery, said, "Creating fast and reliable links between heterogeneous solutions is becoming more and more important. LANSAs Integrator lets us tightly integrate systems, but have them loosely coupled."

**International Card Services (ICS)**, based in the Netherlands and a member of the Fortis group, is the largest credit card issuer in the Benelux and a top-10 player in Europe. ICS issues Visa, MasterCard and co-branded credit cards with partners, major retailers and travel organizations. A LANSAs customer since 1991, ICS extended its mainframe backend card management system with LANSAs-based customer service front office applications that helped save millions of dollars.

In 2001, ICS launched MOTOMAAT, a LANSAs Web-based service for its Mail Order Telephone Order merchants. In 2006, LANSAs Integrator was used to connect the System i with electronic payment services.

Dick de Graaf, IT manager of ICS, said, "It is remarkable how LANSAs has evolved over the years. We can now use our existing LANSAs skills to build secure Internet extensions to our System i front office application. We feel confident that with LANSAs we can continue to offer our customers high quality service."

**KLM Equipment Services (KES)**, a LANSAs customer since 1991 and an independent subsidiary of KLM, the national Dutch airline, is one of the leading providers of ground support equipment services in the aircraft handling industry. KES is based at Schiphol Airport in Amsterdam, one of Europe's top five airports. LANSAs's productivity means that a small development team of two can develop and maintain the systems needed to manage all of Schiphol's ground support equipment, initially with LANSAs for iSeries and more recently with Visual LANSAs.

Michiel Blok, information systems manager at KES, said, "Back in 1992, LANSAs's short learning curve and productivity were the deciding factors. We delivered the entire



equipment support system including invoicing, maintenance, repair and inventory control, well ahead of schedule. The system has grown tremendously over the years. Without LANSA, we could not have moved to a Windows environment and kept our team small."

**Porsche** stands for design excellence and high performance around the world. When Porsche Cars launched its stunning Porsche Boxster, it used LANSA to give its corporate staff and dealers a brand new high performance Vehicle Management System (VMS). Development and implementation started with Porsche Cars North America in 1998 and the same system has since been implemented in Germany, UK, Japan and other locations around the world.

**REHAU AG+Co** in Germany is one of the largest polymer processing companies in the world, manufacturing components for virtually every industry. A LANSA customer since 1995, REHAU used LANSA to develop ALN, its ERP system used by staff at 170 locations worldwide and accessed by business partners over the Web. LANSA Integrator is used to support Web services and XML transactions with third-party systems and SAP Financials.

Thomas Luckner, team leader iSeries development at REHAU, said, "LANSA provides the most practical solution for us and is always one of the first to make new technologies, such as Web services, available on the iSeries. With a team of six developers and one trainee, we developed and maintain a huge ERP system that is rolled out to over 20 machines worldwide in 23 languages."

**SAKRET**, one of the largest producers of ready-mix concrete and mortar products in the world with over 60 licensed production plants worldwide, has its European headquarters in Wiesbaden, Germany. **SAKRET-GmbH**, a LANSA customer since 1996, built its core manufacturing system with LANSA, as well as a variety of extensions including Computer Telephony Integration for customer service and a wireless scanning solution in factories and warehouses.

Dr. R. Stubenrauch, IT manager at SAKRET-GmbH, said, "LANSA has been a reliable and consistent factor in the handling of all our business processes. It is easy to use and learn and its platform independence is also important for us. Even though we deploy mostly to System i now, we develop and test in Windows. Development and maintenance are faster and more efficient in LANSA than in RPG, helping to deliver results faster."

**Scania Networks** is the IT provider for Scania's sales and services organizations worldwide. A LANSA customer since 1995, Scania Networks developed the Scania

Dealer System (SDS) to manage workshop and sales processes using LANSA. With more than 1,000 users in the Netherlands, Belgium, Luxembourg, France and Austria, it is being implemented in other European and non-European countries and extended with LANSA Integrator for transacting with Microsoft's CRM software.

Anton Waanders, manager IT provider at Scania Networks, said, "Supporting business processes and standardizing IT for Scania's sales and services network is crucial to add customer value, bring down the cost per user and shorten time to market. LANSA has proven to be a technology platform which supports these goals and above all is a stable factor in changing platforms."

**Truvo** (formerly Promedia) is the publisher of the Belgium Golden and White Pages. A LANSA customer since 1994, Truvo has built its core directory system with LANSA for iSeries. Truvo has recently extended this system with LANSA Web services to keep more than 400 sales representatives up to date with customer contract information and provide automated uploading of details for further processing in its back office systems. In addition, Truvo chose LANSA Integrator to produce all their XML files.

Gunter Gheysens, IT development manager at Truvo, said, "For over 13 years, quick development, well thought-out architecture, stability, good performance, reliable support and continuous innovation has made LANSA the preferred development environment to support our core business and to anticipate quickly every business demand."

**Veiling Zaltbommel, Zon Support** and other fruit, vegetable and flower auctioneers in the Netherlands have also used LANSA since the early 90's and have extended core systems to the Web and implemented B2B transacting with growers and customers.

## Customers in France

**Agence Pierre Lelong** is a leading distributor of paper products to printers and packaged paper wholesalers based in Paris. In 1991, Lelong used LANSA to rebuild its core 5250 systems and since 2003 has progressively modernized its systems with user-friendly Web and Windows applications for customers and staff.

François-Xavier Moya, IT manager at Pierre Lelong said, "I am an enthusiastic follower of LANSA. Reusable LANSA components allow extremely fast development. We only need one person to maintain all our applications, which are the equivalent of a thousand traditional RPG programs."

Since 1992, the **Department of IT of the Government of Andorra (DIGA)** has

supported the majority of the administrative activities of the Andorra government with LANSA solutions. DIGA uses LANSA to build highly graphical client/server Windows applications for internal users and Web applications for remote and occasional users.

Miquel Haro, manager IT services at DIGA, said, "LANSA makes our life much easier. Productivity has increased and the reliability of LANSA applications is never in doubt. Recently, we successfully managed the entire general election process, from voter enrollment to collecting and publishing results live on the Web and television, with a Visual LANSA solution."

**Nobilis**, located in Paris, France, is an internationally famous designer and manufacturer of fabrics, carpets, wallpaper and furniture sold by 200 partners worldwide to the world's most prestigious clientele. A LANSA customer since 1995, Nobilis used LANSA Commerce Edition in 2001 to evolve its corporate Web site into an exhaustive catalogue, comprising almost the entire product range, including its furniture catalogue, 3,000 lines of fabric, carpet, soft furnishings and trimmings and more than 2,500 different wall coverings. The site also offers a B2B Extranet for subsidiaries and business partners to access real-time stock levels, order status and other information.

"The primary advantage of LANSA is speed and ease of development. By capitalizing on the existing systems, LANSA for the Web lets us develop Internet applications that integrate directly with existing systems, with both power and ease," said Franck Papon, Nobilis' head of engineering in the IT department.

Other French companies who have used LANSA since the early '90s include **Balitrond, Dehon, DII, DPF, Mecarungis** and **Octis**.

## Continuing Technology Insurance

20 years ago no one could predict which technologies would be relevant today. We have seen many languages, operating system, and even more data access, communication and data exchange protocols, come and go. Without LANSA, companies may have gone through multiple development cycles to move their solutions from green-screen, to client/server, to Web, to SOA and beyond.

LANSA separates business logic from the presentation layer, letting you define business rules at a high level, while generating the low-level code and plumbing underneath. Regardless of what may emerge as 'the next big thing' LANSA customers can embrace new technologies with minimal impact. ■

# Leveraging Microsoft .NET technologies with LANSAs

The Microsoft .NET Framework<sup>1</sup> is an emerging core technology that is starting to be used in many commercial applications. It is the foundation of Microsoft's vision of how both user and programmatic computer interfaces will execute – not just next year and the year after, but five or more years into the future.

LANSAs has long used Microsoft's core technologies to drive advances in its application development and integration tools, so an obvious question to ask is, "What is LANSAs doing about leveraging .NET?" To fully answer that question, we need to be aware that .NET is a broad and far-reaching technology that is advancing on many fronts. So LANSAs is advancing its tools along the .NET 'evolutionary tree' on several fronts as well.

## The Technology Evolutionary Tree

LANSAs is not in the business of creating the low-level plumbing technologies and languages that drive computers and programmatic interfaces. We are in the business of leveraging and hiding the complexity of core technologies like .NET, Java, XML or Web services. Using a scientific analogy, LANSAs is about applied science, not about pure science.

Inevitably, some core technologies wither and fade and new ones emerge to replace them. In many cases, there are parallel competing technologies that address the same business objectives.

LANSAs not only needs to choose which core technologies to support, we also need to be well positioned to change these choices quickly and with the least disruption possible.

This is what we call 'technology insurance'.

## The Three Drivers of LANSAs's Advanced Software Development

Broadly speaking there are three main factors driving the technology choices behind advances in the LANSAs toolset:

- Improved Capabilities – doing new things or old things a better or cheaper way
- Better Interoperability – between operating systems, development languages and hardware
- Higher Productivity – when designing, developing and using LANSAs applications

## Capability Driven Advances

Sometimes, a new technology emerges that lets you do things that you could not do before, either because it was not technically possible or it was too expensive to implement.

For many years LANSAs has used Microsoft

core technologies to drive advanced application development. For example, Visual LANSAs uses the WIN32 API Rich-client interface and the Microsoft C++ compiler. LANSAs for the Web and the Visual LANSAs Framework have always focused on supporting Microsoft's Internet Explorer browser interface.

The architecture of .NET lets LANSAs provide capabilities that it could not deliver before or deliver them in a more effective manner. For example, it will be possible to generate Web-based Visual LANSAs Framework and RAMP applications as C# and compile them as .NET CLR executable objects.

## Interoperability Driven Advances

LANSAs and .NET applications need to be able to use (that is, publish or consume) the services provided by each other. While you can do this now, it is sometimes technically complex and time consuming. The level of interoperability between LANSAs and .NET applications will be improved and refined.

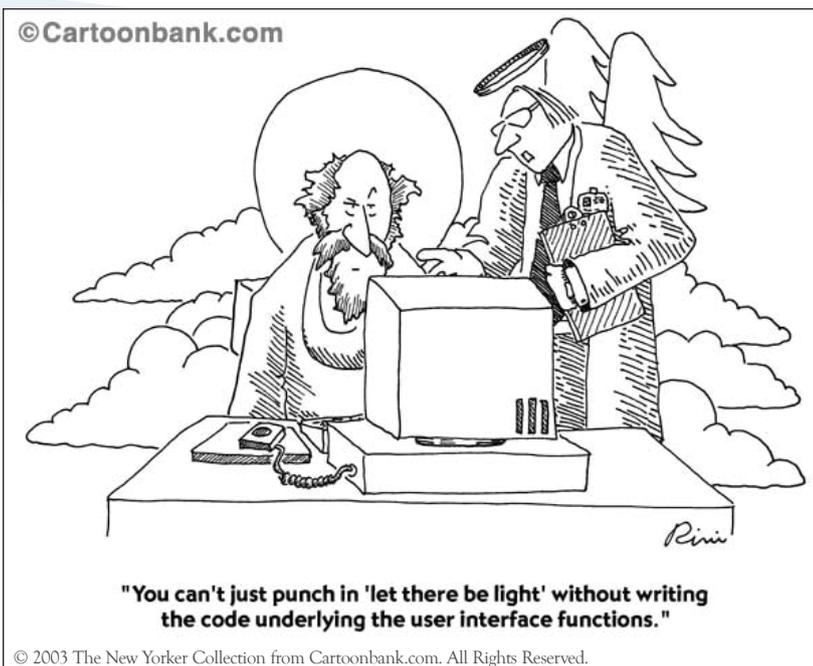
LANSAs Open for .NET is a new product that will bring the productivity and discipline of the LANSAs Repository to .NET application developers. Shipped as a small and standardized .NET class library, the product will allow .NET applications to easily access LANSAs repositories residing on System i and Windows servers. The LANSAs Spotlight article on page three of this issue explores LANSAs Open for .NET in more detail.

LANSAs developers will also benefit from enhancements to Visual LANSAs that will provide better interoperability with .NET applications and Web services.

Visual LANSAs will support the consumption of .NET classes directly and allow LANSAs objects to be published for direct use by .NET in the same manner as can now be done with ActiveX components. Visual LANSAs will also allow LANSAs objects to be published via SOA and Web service interfaces, as well as consuming SOA and Web services directly. This can already be done with LANSAs Integrator. →



ARCHITECTS CORNER  
by Mark Duignan



## Productivity Driven Advances

The development of .NET (or for that matter Java) applications at the 3GL level is labor intensive and requires above average skills. Designing, implementing, testing and deploying business applications in these environments continues to stretch the capabilities and budgets of the small to medium enterprise (SME) community where LANSAs has found most favor.

The application maintenance issues inherent with these technologies will only add to the life-cycle cost and there are a number of areas where LANSAs can add value.

For example, you can already embed Visual LANSAs Framework and RAMP applications inside .NET applications as a productive way to modernize 5250 applications. The Visual LANSAs Framework will be extended to allow the embedding of .NET applications.

The LANSAs Repository has always been LANSAs's unique and strongest value proposition. The inclusion in Visual LANSAs of a Business Object Builder will launch the next generation of the LANSAs Repository.

LANSAs Business Objects will have full class interfaces that are automatically useable in both Windows and Web contexts by LANSAs, .NET or Java applications.

LANSAs Business Objects can be envisioned as Object Access Modules (OAMs) on steroids that will:

- Hide internal complexity from developers
- Allow higher levels of reuse
- Contain complex business processes, not just business rules
- Create better IT skills separation
- Make user interfaces thinner
- Reduce the cost of maintenance and enhancement
- Be automatically published using industry standard interfaces and technologies

## LANSAs's Proven Track Record

For nearly 20 years, LANSAs has been about applying core technologies to deliver new capabilities, increase developer and user productivity and to reduce the costs associated with the ongoing maintenance of applications and developer skills.

Better interoperability between LANSAs and .NET applications will benefit developers of both LANSAs and .NET applications and is another example of how LANSAs provides technology insurance. ■

## LANSAs is your Microsoft .NET Technology Insurance Policy

**Capability Driven Advances:** By leveraging the architecture of .NET, LANSAs can deliver new capabilities or improve the effectiveness of existing features.

PRODUCT AREA	DESCRIPTION AND BENEFIT
Visual LANSAs Framework and RAMP as .NET executable objects	It will be possible to generate Web-based Visual LANSAs Framework and RAMP applications as C# and compile them as .NET CLR executable objects. This feature is due for release in the first quarter of 2008. These compiled .NET applications will offer significant performance and user interface improvements, while still providing the benefits of a zero deployment model.

**Interoperability Driven Advances:** The level of interoperability between LANSAs and .NET applications will continue to improve and be refined.

PRODUCT AREA	DESCRIPTION AND BENEFIT
LANSAs Open for .NET	Shipped as a small and standardized .NET class library, LANSAs Open for .NET will allow .NET applications to easily access LANSAs repositories residing on System i and Windows servers. This new LANSAs product is due for release in the first quarter of 2008. LANSAs Open for .NET will open up the productivity and discipline of the LANSAs repository to .NET applications. See the Spotlight section on page 3 for more details.
Visual LANSAs classes published as .NET objects	It will be possible to publish Visual LANSAs objects (or more correctly, classes) for direct binary level use inside .NET CLR applications in much the same way as they can now be published as ActiveX components.
Visual LANSAs classes published as SOA and Web services	It will be possible to publish Visual LANSAs classes with SOA and Web service interfaces. It is already possible to publish these interfaces for LANSAs applications using LANSAs Integrator.
Visual LANSAs to consume .NET classes	Visual LANSAs applications will be able to consume .NET classes directly at the binary level in the same way as they can now consume ActiveX components.
Visual LANSAs to consume SOA and Web services	Visual LANSAs applications will be able to consume Web services. It is already possible for LANSAs applications to consume these services using LANSAs Integrator.

**Productivity Driven Advances:** Here are some areas that the LANSAs Repository can improve the productivity of 3GL level .NET application development.

PRODUCT AREA	DESCRIPTION AND BENEFIT
Visual LANSAs Framework and RAMP embedded inside .NET applications	Visual LANSAs Framework and RAMP applications can already be embedded inside and managed by .NET applications. This feature will be strengthened and standardized in the next release of the Visual LANSAs Framework. This capability offers significant productivity benefits to customers migrating 5250 applications to .NET environments.
Embed and manage .NET applications inside Visual LANSAs Framework and RAMP	The ability to embed .NET applications inside the Visual LANSAs Framework as a new type of snap-in component will allow the Visual LANSAs Framework to be used to manage .NET-based applications. This will provide significant benefits to .NET-focused customers who lack the skills and/or time required to design and build their own commercial grade application framework.
Visual LANSAs Business Object Builder	The LANSAs Repository has always been LANSAs's unique and strongest value proposition. The inclusion into Visual LANSAs of a Business Object Builder will launch the next generation of the LANSAs Repository. Business objects can be envisioned as enhanced OAMs with full class interfaces that are automatically useable in both Windows and Web contexts in LANSAs, .NET or Java applications.

1 For a brief overview of the components of the Microsoft .NET Framework refer to page 3.



## Need BPI? Think outside the box

### If you can click then you can connect with LANSA Composer

Every business is under pressure to automate their manual processes, better integrate their internal systems and securely share data with external parties. Until now only large organizations could afford the cost and complexity of Business Process Integration software.

LANSA Composer is the first BPI solution designed specifically for the heartland of the System i community – the small or medium sized business. The product is simple to install, easy to use and truly affordable.

LANSA Composer is a highly visual and code-free tool that any business analyst or expert user can operate.

Discover the possibilities at: [www.lansacomposer.com](http://www.lansacomposer.com)

- Streamline manual processes, such as sales order processing
- Replace batch processing with real-time communication
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