

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.

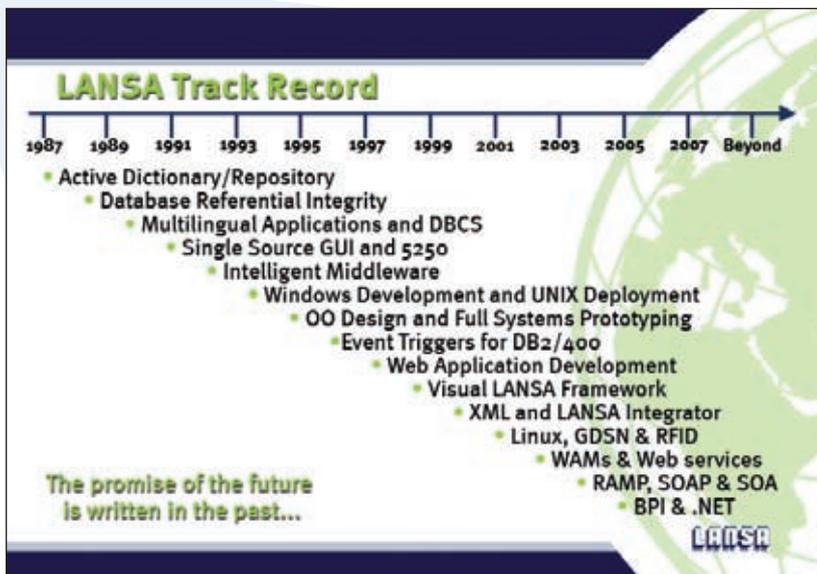
Datel's Critical Path Management solution is a powerful interactive event and task management system used by leading companies such as Morphy Richards that aligns the correct resources to a process, monitoring progress and performance throughout, so problems are identified enabling corrective action.

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. ■