

FOCUS ON BUSINESS INTEGRATION

Logistics & Distribution



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Business Integration is one of the most difficult and all consuming challenges that a business may face. In today's competitive environment, the successful integration of diverse systems and ability to seamlessly access legacy applications can mean the difference in a company's survival.

This is especially true in the time-critical world of Logistics & Distribution. The Editorial staff of FOCUS ON BUSINESS INTEGRATION felt that our inaugural issue should be dedicated to this mission critical industry. Our goal is to offer advice, provide resources and to present success stories that will help you address all of your Business Integration Challenges.



About Magic Software Enterprises Ltd.

Magic Software Enterprises (NASDAQ: MGIC), a member of the Formula Group (NASDAQ: FORTY), develops, markets and supports software development, deployment and integration technology that enables enterprises to accelerate the process of building and deploying applications that can be rapidly customized and integrated with existing systems. Magic technology, applications and professional services are available through a global network of subsidiaries, distributors and Magic solutions partners in approximately 50 countries.



Tools for Integrating Logistics and Distribution Systems




Integration remains one of the highest concerns for CIO's of Logistics and Distribution Companies – so says a recent Giga Group research report focusing on the trends in integration – and this finding is backed by numerous other reports on the subject.

So why is integration such a key issue for CIOs? Well, it's inevitable that as enterprises grow or change to meet market demands and competitive situations, new business requirements drive the expectations of IT performance and functionality. CFO's also take a very keen interest in the mounting costs of their company's IT expenditure. Magic Software, a long term friend of the CFO, has always kept to the key philosophy of developing future proof IT

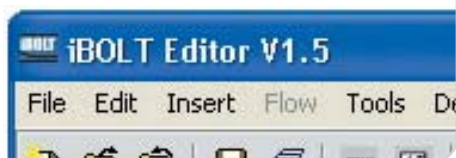
solutions, gained by divorcing underlying and overlying technology from core business processes and logic, and thus maximizing investments over very long periods of time. And these demands on both the CIO and CFO are ever increasing to establish far greater returns from their existing IT infrastructure.

Comprehensive business integration is required to manage these increasingly complex information resources in a cost-effective manner. Applications and data stores must be combined using an approach that not only provides access to the information and business processes within the systems, but also compounds their value as an integrated unit.

To meet this need, a plethora of providers have emerged, each evolving its integration technology from a slightly different starting point. There is a common thread linking them however – cost. “The cost of existing market solutions remains high - because of this high price point and expensive implementation, it remains difficult for enterprises to justify ROI and recent surveys reveal that justifying ROI is one of the first impediments to integration solutions deployment”, says Giga Group analyst Henry Peyret.

Magic Software is making quite a name for itself as a provider of functionally rich enterprise application integration and business process management technology delivered at an affordable price and implemented in a fraction of the time of traditional 

Re-Engineering & Integration in Distribution Systems: The Challenge



In today's economic environment, distribution chains face greater competition than ever, and are under increasing pressure to cut costs and increase the efficiency of their logistical systems. In doing so, they face both business and technical challenges. This paper outlines these challenges and demonstrates how you can meet them through the circumspect and strategic use of low-risk technology.

Challenges for Distribution

The challenges of distribution chains are not new, but have merely been exacerbated by the current competitive environment and the need to provide better service at increasingly lower costs.

Short product life cycles

Increased global competition has shortened product life cycles and compelled companies to release products as quickly as possible.

Every stage of distribution must be coordinated seamlessly with the next. There is a growing need for real-time visibility to support order and service needs, providing key data, such as available-to-promise and delivery status in real-time.

Complex global supply chains

The world has grown smaller for distributors resulting in complex supply chains spanning the globe. The growing prevalence of outsourced manufacturing and logistics services have made it more difficult for distribution companies to get a clear picture of what's happening within their businesses.

Low margins

The need for accurate immediate information regarding the business is only intensified by the low margins that so many distribution companies must accept to maintain competitive pricing. Processes must be coordinated and fail-safe, to avoid sudden and unpredicted expenses affecting profitability. **Continued on page 6**



“We’ve adopted a fresh and innovative approach to integration, based on 20 years of delivering future-proof, technology-agnostic solutions. We combine the best of EAI, BPM, and application development within a single environment, and we do it all at a price point that makes Magic and iBOLT an incredible proposition for mid-size companies and large corporations alike.”

↓ solutions. The company’s approach has always been trend setting – indeed Magic built its reputation as a provider of the most productive application development environment available - and in the 20 years since it was founded has used this philosophy to help build a customer base of over 1.5 million users worldwide. So what has prompted the company to move into the competitive arena of Business Integration and what is driving so many industry analysts and customers alike to sit up and take note of Magic’s integration suite - iBOLT?

Which is where Magic fits in with its iBOLT Integration and Business Process Management framework. With its 20 years of learning curve in Rapid Application Development and Deployment and a highly scalable licencing model tailored towards low entry costs, integration becomes a realistic proposition for both mid-sized companies requiring integration to remain competitive and for large corporations looking for tactical solutions that are quick and cost effective to implement.

More and more mid-sized Logistics and Distribution companies are looking for a tactical solution to meet immediate business integration needs but who also want to know that they have engaged a technology partner that can support them at a strategic level as requirements change and grow. In the past, because of the cost, Business Integration has been the domain of the major international corporations but nowadays, every Logistics and Distribution company needs to be able to offer integration across its entire supply chain, building intelligence into the business processes eliminating inefficiencies.



This is exactly what Magic customer Victorinox has done. Victorinox, known worldwide as the manufacturer of the original Swiss army knife, sells over 25m knives a year in over 120 countries. Whilst the company is steeped in history, it sees its major challenge as ensuring that the Victorinox IT infrastructure is state-of-the-art, a goal that has become increasingly important as a result of Victorinox’s rapid growth. In order to guarantee that customer-orientated processes remain flexible and up to Victorinox’s high standards, it needed to ensure that the processes in Victorinox’s branch offices are fully integrated with its suppliers, distribution channel and central host system. Using Magic technology, Victorinox

has achieved a seamless level of integration across its supply chain that allows it to intelligently route orders for maximum operational efficiency.

Meta Group analysts state that Magic Software’s iBOLT technology is well positioned at the forefront of the new generation of Integration Platforms, leading the convergence of integration and application development. What enabled Magic to reach such a position within the first year of its new product introduction?

To answer this, it’s necessary to take a look at how the market has been converging over the last five years. In the 90s, document management systems were evolving into workflow management – electronically managing the flow of documents around an enterprise. Whilst traditional workflow systems still need manual intervention - for example, accessing information held in a logistics system– workflow management features are now becoming part of Business Integration systems, allowing data of existing applications to be electronically accessed and processed.

A similar requirement for closer integration was emerging as customer self-service started to emerge as part of the eCommerce revolution. For example, for a customer to place and track an order on-line, it is necessary to electronically access a company’s existing applications from the web application without any human intervention. It was here that EDI technology became the forerunner of EAI. Originally established to facilitate the secure transfer of industry standard information between applications in the financial sector, the principals of EDI were applied to the generic information exchange between different applications. Hence, many of the current EAI providers started life operating in the EDI environment, developing adapters and connectors for the wide range of commercially available applications.

Business process management is also a player in this market. As integrators started to tailor and implement company-wide enterprise applications such as ERP and CRM systems, they become specialists Business Process Reengineering and developed methodologies to facilitate the implementation of these applications. These methodologies were formalised and automated to become new software systems facilitating the design of business processes and their management (BPM).



Each of these strands of the integration spaghetti has been developing in its own field and gradually converging towards the common goal of enterprise integration. Where the problem lies is at the touch points – the areas where these technologies come together – and the problems are magnified when there are multiple applications, running on multiple operating platforms and supporting multiple databases.

It is in situations like these where intelligence needs to be added to the integration infrastructure – take for example the scenario where one application updates several others and there is a failure in the update of one of the system; you need logic to work out how to update the failed system without affecting the other. And this is all compounded when a process may take days or weeks to execute since you need the ability to manage the operational integrity over an extended period. This is a core issue that integration vendors are looking at right now and it is an issue that Magic was addressing with its multi-tier architecture by the late 90s.

Magic’s multi-tier architecture allows a client to access an application that has been partitioned across multiple servers running different databases, operating systems and platforms but all interacting with each other and accessed from a single client. Stemming from a Client/Server Application Development and Deployment architecture, Magic customers started to use its technology more and more frequently to solve complex integration problems. In fact, the combination of a highly productive and powerful Business-Rules based development technology and a robust distributed architecture solved many of the problems that could not be addressed by the simpler, EDI and MOM based integration tools.

Avigdor Luttinger, Head of Magic’s iBOLT Program comments “It took us two years of intense R&D to iron out all the issues associated with operating a multi-tier architecture but by 1999 we’d got it. It’s now our fourth year of cruising reliably with this technology and we believe that we have at least a two year lead on our competitors – the iBOLT technology surpasses by far any vendor in the BPM or EAI field.”

The analysts certainly seem to like it. “Magic Software has released a very credible integration suite that’s both reasonably priced and functionally robust.” says Beth Gold-Bernstein, VP, Strategic Services, ebizQ.

So Magic has the right technology at the right price – but what about delivery? Here again, Magic claims to win out over competition with its worldwide infrastructure and network of over 2500 partners in 50 plus countries bringing a wealth of sector expertise to integration projects. Indeed, Magic see this as their next big joker – leveraging the line of business expertise of its partners a broad delivery network with a rich complement of industry and niche specific integration components.

Magic has adopted a fresh and innovative approach to integration based upon 20 years of delivering future proof, technology agnostic solutions. Magic combines the best of EAI, BPM and application development within a single environment and we do it all a price point that makes Magic and iBOLT an incredible proposition for mid-size companies and large corporations alike.



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Re-Engineering & Integration in Distribution Systems:
The Challenge **continued from page 3**

Technical Challenges

The challenges of short product life cycles, global supply chains, and low margins, make business process automation and integration

in distribution companies imperative. However, there are several technical challenges that any organization must face to become a fully integrated enterprise.

Legacy systems

Most distribution companies have significant existing investments in legacy systems that contain valuable data. These systems are frequently not easily open to integration. Distribution companies need an integration solution that can smoothly access these applications and databases without tampering with their secure code.

Complex coding

Business process re-engineering can involve complex and time-consuming coding. This involves risks, both in terms of the investment and the danger that the new processes will not be bug-free. For business process re-engineering to be relevant, it must be available in a form based not on coding, but on business rules and processes.

Messaging

Integration and communication are not new to distribution companies. Existing messaging through EDI and other standards in use with partners cannot, and should not, stop suddenly as a

result of a new integration system. Any integration solution must work together with existing messaging systems.

Business Process Re-Engineering & Integration: Meeting the Challenge

Distribution re-engineering and integration challenges can be met by prudently choosing your re-engineering solution.

Keeping on top of short product life cycles

Short product life cycles and the consequent need for efficiency across-the-board require streamlined processes and a truly integrated distribution and supply chain, including enhanced management reporting to verify that service levels are met and to identify the reasons for delays or inefficiencies. For this reason, it is important to choose a solution with true management visibility. Real-time monitoring functionality using handheld devices will ensure that there are no bottlenecks in the supply chain, and that the product is tracked throughout the system. This enables the quick identification of any possible problems and efficient and immediate remedial action.

Integrating complex supply chains

Complex supply chains that span the globe require a sophisticated mix of messaging technologies, which must work together. Messaging through existing standards, such as EDI, and through new Web protocols, should be combined with the integration of internal legacy systems. Wide-ranging integration, which does not ignore partner involvement, facilitates efficient management of even the most intricate supply chains.

Achieving lower costs and greater efficiency

By re-engineering business processes so that they are streamlined

Re-Engineering and Integrating Distribution Systems

The iBOLT Integration Suite provides enterprises with an extensive framework for integration and process re-engineering. iBOLT empowers customers to dramatically improve their business performance and return on investment (ROI) by enabling the rapid integration and re-engineering of diverse applications, systems and databases to streamline business processes. iBOLT requires no complex coding, and integrates legacy systems regardless of platform. Re-engineering is based on defined business processes, rather than code-level programming.

The iBOLT Integration Suite enables companies to utilize their existing business processes and legacy investments, and rapidly customize solutions to meet current and future enterprise needs. Our technology adheres to open standards and delivers the highest levels of portability and scalability crucial for today's dynamic business environment, as well as the advantage of a uniform application paradigm which is independent of architecture (Internet, Client/Server, Mobile, LAN/WAN), OS (Windows, Linux, UNIX, iSeries), database (DB2, Oracle, Informix, MS SQL Server, Pervasive, etc.), or platform (.NET, J2EE). iBOLT works with EDI and other messaging standards, including XML and SOAP.

iBOLT is designed to meet the integration needs of distribution organizations. Among iBOLT's strengths is its ability to access,

merge and integrate multiple databases, standards, formats and protocols in a simple and efficient manner, while allowing distribution organization to apply new business rules and processes as needed. iBOLT includes the eDeveloper toolkit, a proven development solution in use by thousands of customers worldwide, including UPS, Yellow Transportation, Financial Times, Menzies World Cargo and King Companies.

Extend Your Business Processes

iBOLT is BPM-centric, including an Integration Flow Editor through which the integration scenario is defined. With iBOLT, you can build your business processes as flows with a source and destination, introducing new business processes built on your existing business logic. Business logic is created in an intuitive task-driven

and simplified, and by increasing the flow of information and its visibility throughout the organization, it is possible to further lower operation costs. One of the first outcomes of successful re-engineering and integration is information accuracy, ensuring better service delivery and accurate billing. These improvements alone often recoup the cost of the initial investment. In addition, fewer resources are necessary at each step of the distribution process, since far more of the processes are automated. It is important to ensure that your chosen solution includes all key processes, so that you can reach the ROI you seek.

Technical requirements for your integration solution

In order to meet the technical challenges cited above, by utilizing legacy systems, reducing the need for complex coding, maintaining messaging through existing standards, and reducing the risk of integration and re-engineering in general, it is important to look for the following in an integration and re-engineering solution:

Legacy Access

A preferred integration solution must be able to access legacy applications and databases without altering their code. This is especially important in distribution organizations, where legacy data must be accurate and accessible at all times.

Support for Heterogeneous Environments

The integration solution must be able to work with multiple platforms and servers, ensuring smooth integration of the entire system. It must include data migration and transformation functionality and the ability to work concurrently with multiple databases.

manner, and business processes can be optionally packaged as new custom components. These components can be reused as often as needed.

Ease of Use

iBOLT is easy enough to be used by your enterprise professionals. Its graphical interface and drag-and-drop components allow you to easily configure business processes, application functionality, and data transformation between databases and applications. iBOLT include error handling and fail-over features for continued flawless operation.

Connectivity for your Legacy Applications and Databases

iBOLT allows you to connect to your legacy system via easy-to-use iBOLT adapters, and to connect to your databases with an

extensive set of iBOLT connectors. With iBOLT, you can connect your legacy system to standards like XML, HTTP, JMS and Web services, MQSeries and MSMQ. You can also connect to standard mail and EDI programs.

Reusability

iBOLT information is saved as metadata, so that you can reuse any business logic or definitions created in previous integration projects. This allows you to easily expand existing integration projects as well as rapidly and cost-efficiently launch new integration projects.

Dynamic Process Flow & No Complex Coding

Re-engineering must be planned carefully from the business level. The re-engineering solution must give managers the ability to define business flows without programming, preferably via a drag-and-drop interface for maximum ease-of-use.

Business Process Management (BPM) Centric

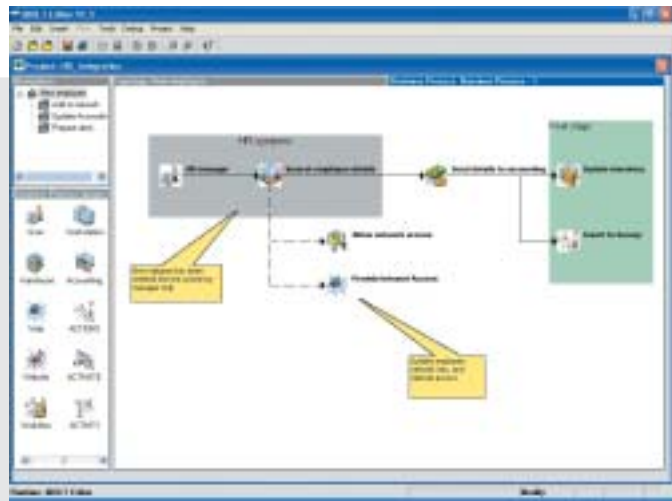
The goal of re-engineering and integration is efficient and accessible business processes. Thus, a preferred integration solution should be BPM-centric, allowing definition of business processes and logic as well as continuous management and performance monitoring.

EDI and Web Messaging Support

In order to ensure that re-engineered processes continue to function smoothly in supporting customers and partners, the integration solution must provide support for EDI and other standards as well as technologies such as Web Services and XML support, allowing full Internet connectivity and functionality.

Incremental and scalable

Integration does not end with a single project. The needs of the distribution organization change and grow with time, and it is crucial for integration systems to grow with them. In addition, incremental re-engineering and integration can reduce the risk involved in such projects considerably – processes can be incrementally converted rather than paralyzing the entire system. Thus, the integration solution must be scalable and include distributed processes which can be run on multiple servers, as well as allow the definition of individual processes for integration.



Scalable for Future Growth

iBOLT is designed to grow with your organization. iBOLT business flows can run on multiple iBOLT integration servers, and iBOLT includes automatic load balancing for continued high-level performance.



Menzies Distribution - eDeveloping Superior Distribution



“Magic has totally changed the way in which we work with end users ... and the users love it ... It allows us to develop very rapidly, amend applications extremely quickly, and maintains performance levels when deployed.”

Menzies Distribution turns to Magic Software to power press distribution services

2.30am: Newbridge, Edinburgh. Hundreds of thousands of newspapers arrive at one of Menzies Distribution's thirty distribution centres to be unpacked, counted, and repackaged into specific customer orders before being loaded on to delivery vehicles for distribution. This is repeated at Menzies locations around the country. By 5.45am, more than four million newspapers (five million on Sundays) have been distributed to 21,200 newsagencies across the UK.

Menzies Distribution's staff light-heartedly call this three-and-a-quarter hour turnaround “The Nightly Miracle”. A lot of hard work goes into making this miracle happen, but it wouldn't be possible without the backing of a series of world-class IT applications developed by Menzies, in-house.

Keeping up with growing demand and distribution volumes means that Menzies has had to develop new systems and update older applications as quickly as possible, while keeping downtime to an absolute minimum.

“Menzies deals in very large volumes and low margins. Under these circumstances, a small mistake is compounded many times and can become very expensive,” Menzies Distribution's IT director, Frank Coyle, says.

So in the late 80's, when Menzies was faced with a tough decision on the future of their Cobol-developed infrastructure, they needed to make sure they made the right choice of future software development tool.

Menzies' Cobol applications were, as Frank says, “sound and solid”. The company saw Cobol as a technical solution that could be maintained efficiently, even by developers who didn't originally develop the applications. However, development time was too long for Menzies' needs.

They looked at Oracle and found it gave them the faster development times. However, not all applications were suited to Oracle, and all the existing applications would need to be rewritten in Oracle, a time-consuming and costly process which would have been hard for the Board to swallow.

Menzies preferred to run both Cobol and Oracle applications in parallel, but cutting maintenance time for existing applications was still an issue. Peter Muogo, one of Frank's project managers, suggested that Menzies turn to Magic Software's eDeveloper as a possible solution. They did and have never looked back.

“Magic has totally changed the way in which we work with end users ... and the users love it,” Frank says. “It allows us to develop very rapidly, amend applications extremely quickly, and maintains performance levels when deployed. It is very important for our business to develop in a reasonable timescale and to be able to maintain the code afterwards,” he says.

“Magic was the only solution which didn't require a complete re-write of our existing legacy systems. It enabled us to keep our legacy CISAM file structure (Cobol) and access Oracle data structures simultaneously, from the same program. The structure of the file doesn't matter. This made the world of difference.”

In addition to improving existing applications quickly, Menzies has harnessed eDeveloper's power for new applications.

“Legacy systems do mundane, routine work – we're not going to re-write these – they do everything we want efficiently and successfully but all new developments, enhancements, projects are developed using Magic. It is the strategic development language and our first choice,” Frank says.

Menzies' 47 dedicated Magic developers have created a range of branch operational systems, business information and support tools using



02/20/05 - Newspapers arrive at Distribution Branch



eDeveloper. These many applications provide a host of business benefits.

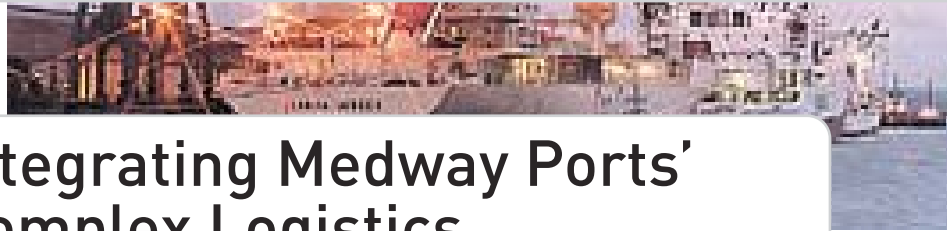
For example, Menzies now maintains a next-generation allocation system, which provides both 'bottom up' and 'top down' business analyses of sales potential for magazines and newspapers, to help ensure publishers' business objectives match sales demands. A Web-enabled customer service portal allows Menzies customers to obtain details on invoices, credit notes, delivery notes and magazine and newspaper recall notes.

Sales-based replenishment systems, which combine the information held in Menzies' branch computer systems with information received from customers' systems, help ensure the availability of magazines and newspapers where required. In addition, the system will alert Menzies to potential sell-out situations so the problem can be avoided altogether or appropriate corrective action taken immediately.

Menzies' delivery notes processing has been much improved using eDeveloper – the application now takes information from multiple Oracle and legacy Cobol sources to provide data on quantity, costs, and other terms on delivery notes to 21,000 customers on a daily basis. Menzies have improved this customer service further by an additional system which produces parcel-level content notes for retailers.

In the back office, Menzies' KPI application lets the company monitor increasingly stringent key performance indicators and provide the necessary data to publishers to monitor and manage this information. Recently, the company has been developing a project called the Focus On Delivery Initiative which will help set and measure Menzies' performance against its delivery obligations.

Using the Magic platform means it has also been easy to tightly integrate all these applications for maximum IT efficiency. Not only does Menzies benefit from these systems, but also retailers and publishers receive the highest levels of performance, customer service, and transparency.



Integrating Medway Ports' Complex Logistics



With a throughput of almost three million tons of vehicles, timber, produce and general cargo each year, Medway Ports' Sheerness and Chatham docks are a vital shipping distribution artery for the south east of England.

Medway Ports is the Port Authority for the 27 mile stretch of the Medway River – from it's mouth to Allington Lock – controlling the movement of all shipping in and out of the river.

Medway Ports, one of the UK's most frequently used ports, needs reliable back-end systems to help it control and manage the river. With off-the-shelf products not fitting the bill, the company opted to develop their own applications to replace mainly paper-based systems.

Although Medway Ports were already using an application development tool, this was specifically designed for the IBM AS400. This did work at the time, but the company was keen to find a development tool which could be used on multiple platforms and integrate with external systems.

"Medway Ports needed a rapid application tool that could help us write programs quickly, in a completely controlled way, and develop our support system internally. We had to make no assumptions about what software was being used on the receiver's PC," Medway's MIS Manager, Mike Dendor, says.

"But speed and productivity of the development application was vital as well. We wanted to create an event driven program that could run as things were happening. I needed our programmers to be able to write objects very quickly that could react to problems and events very

quickly, but doing this without using lots of different applications."

Medway looked at three companies' development tools, but they had already had a demonstration from Magic Software and eDeveloper had consistently won on the speed front.

"As well as seeing the obvious productivity benefits with Magic Software, we particularly liked the people and were interested in their future strategy and where they were going with the eDeveloper product," Mike says.

Using eDeveloper, Magic set up a pilot project for the programmers at Medway Ports to use over six months. eDeveloper allowed the four dedicated programmers to rapidly write programs in small blocks while at the same time giving them an opportunity to design and analyse efficiently.

The unique approach of eDeveloper, which combines a table-driven programming methodology with a reduced operation set, makes programming straightforward and code-free – allowing for a short learning curve and clear, easy to maintain programs. The architecture also provides easy code portability between different platforms and databases, making for easy integration

In eDeveloper, complete application functionality – including data structures, business rules, program logic and presentation – is developed entirely in a table-driven, point-and-click programming environment. There is never any need for coding or proprietary script.

Having used previous versions of Magic within the organisation, the initial application that Medway developed using eDeveloper was a web-based berthing system for ships travelling in and out



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“Magic, in our eyes, is the best kept secret in the IT world,”

↘ of the port, now known as the Vessel Movement Display (VMD).

VMD provides full transparency of what is being shipped in and out to Medway Ports’ customer base, partners, agents and shippers, local people and authorities. Since, Medway Ports has used eDeveloper to create numerous other applications, and currently uses accounting, credit control, and three stock management systems developed using Magic in addition to the VMD river management system.

“Magic, in our eyes, is the best kept secret in the IT world,” Mike says. “eDeveloper has delivered Medway Ports a significant increase in productivity by dramatically reducing programming effort and the number of instructions and rules needed, while simplifying the maintenance process.

“The integrated development environment for both e-business and client/server has meant that we have eliminated the time and expense of having to either retrain existing staff or outsource

web development efforts instead. Using Magic allows us to develop client/server and web-based applications without recourse to any other development tool – no other technology could offer this and it is a tremendous benefit to us.”

Medway Ports is now looking to the future with eDeveloper and are developing a Despatch Order Entry solution to replace an aging AS/400 based legacy system which will save them hours of administration time. The new Despatch system And this is just the start, Medway plan to use eDeveloper to help them improve other sub-systems to reflect new business processes within the port.

“We are really pleased with the way we work with Magic, they are hugely supportive to us. Our philosophy is one of service – first class service is what has grown the port and Magic helps us do this and keep our customers very happy,” concludes Mike.

adidas-Salomon Overcomes its Integration Challenges

The business:

adidas-Salomon is the second largest manufacturer of sporting goods worldwide, with a global estimated market share of about 15%. Its products, which include leading brands such as Adidas, Salomon, Taylor-Made (golf), Mavic (cycling), Bonfire (winter sports) and Erima (swimming), are present in all major markets around the world. The company employs approximately 13,000 globally.

The challenge:

Create and deploy what will be the first business-to-business e-commerce site for adidas

The solution:

Magic developers have trained adidas programmers to enable them to independently create and deploy what will be the first business-to-business ecommerce site for adidas. The solution, once developed, runs on the IBM iSeries and xSeries platforms utilizing an IBM DB2/400 database with IBM OS/400 and Microsoft Windows 200 operating systems.

Benefits:

Magic provided the company with the tools and training to build its own custom B2B site for the IBM iSeries platform. The new site extends adidas-Salomon Canada’s current supply chain solution to allow customers access to sales, order status and payment information via the Web. In addition, the site provides links to other adidas-Salomon AG sites, such as www.taylormadegolf.com and www.salomon-sports.com.

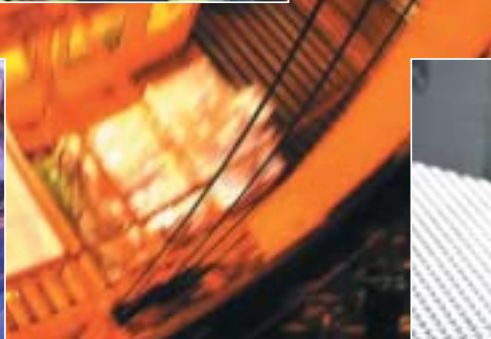
adidas selected Magic because of its rapid development capabilities and strong training and customer support, as well as its tight interface to the IBM iSeries platform

Hermes Intelligent Move

Ground handling is at the core of the air cargo process. It is the only time during the air delivery process that real value can be added – and lost!

Hermes is a comprehensive IT solution for air cargo management and logistics – developed by industry experts for ground handling agents and airlines – that ensures maximum efficiency of the ground handling process.

By automating routine activities and eliminating unnecessary processes, Hermes is unique in its ability to deliver substantial improvements in efficiency and customer service – fast.



Hermes Cargo Handling Business Management System

As a pro-active cargo handling business management system, Hermes helps ground handlers and airlines meet their Service Level Agreements and delivers improved operational interfaces with customers, airlines, freight forwarders and airport and customs authorities.

Developed using future proof contemporary technologies, Hermes can be easily configured to individual customer requirements, whilst the powerful multi-database and platform capabilities at its core, ensures it can be integrated with existing systems quickly and cost effectively.

Delivering all elements of the cargo handling process, Hermes helps:

- Avoid handling errors and service level failures
- Improve the management of the overall cargo handling business
- Increase staff productivity
- Enhance customer satisfaction
- Avoid long training periods for new staff
- Reduce operating costs

Hermes - Supporting Your Business

Hermes is a process and service driven solution that pro-actively manages the flow of cargo through all stages of the handling process in a consistent manner.

The extensive range of features delivered by Hermes include:

- Service and process management against airline Service Level Agreements (SLA's) for an unlimited number of airlines
- Real-time pre-emptive service monitoring to reduce service failures
- Real-time service recovery to prevent discrepancies and recover from service failures
- Full visibility and control over the handling process
- Automated process management through prioritised task lists
- Automatic charges for all handling activities and automatic invoicing
- Management reporting on demand
- Built-in quality management procedures
- Management of variable SLA's
- The ability to support automatic links to airside ramp transfer and landside trucking activities
- Full warehouse management system with Handheld terminals and barcode technology
- Document image scanning and bar coding for a paperless operation
- Full compliance with Cargo 2000's quality management system
- Automatic real-time message handling (SITA, EDI, CARGOIMP, fax, email, XML)
- Superior end-user experience through a state-of-the-art user interface

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Menzies Distribution - eDeveloping Superior Distribution, **continued from page 3**

“IT is all about supporting the business, and an incremental approach to IT development is the only approach that truly works in business,” Frank says.

“The approach Magic allows us to take has changed the way users request new systems – end users are part of the team. We now have mixed discipline teams including end users, commercial influencers, developers, and computer operators who jointly make the decisions on what is required. It means we can give the end users what they want.”

Menzies Distribution’s development manager, Hugh McVey, echoes Frank’s sentiments.

“Magic has allowed us to get much closer to our users by encouraging an incremental approach to development. It allows us to develop quicker and has changed our whole approach to development. It really has made ‘giving the users what they want’ a reality,” Hugh says.

“Magic has totally lived up to – and way exceeded – our expectations.”

Hugh scoffs at suggestions of using an off-the-shelf package to save time.

“There are never any off-the-shelf packages that 100% meet an organisation’s requirements. The whole approach of using eDeveloper for bespoke systems has allowed us to respond quickly to the constantly changing demands of internal users, publishers and retail customers – something which an off-the-shelf package can’t necessarily do,” he says.

While Menzies’ employees light-heartedly call the quick turnaround of newspapers and magazines from the delivery warehouse to retailers a ‘miracle’, Frank believes it’s not a stretch to say there is some magic involved.

“Using Magic has resulted in a total change to the way our business operates – every aspect of the business requires systems to drive it. Magic is integral and crucial to the way our business is moving. Magic has helped make IT a living, fundamental part of the business.”

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