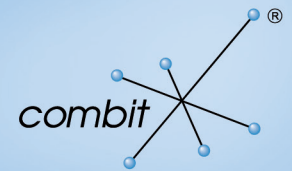
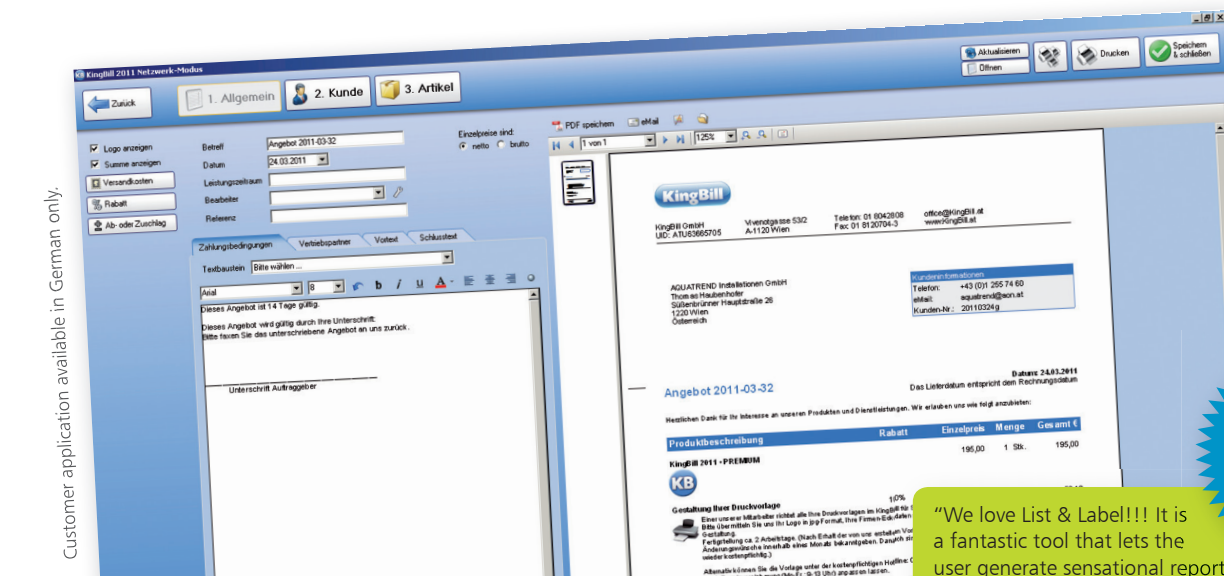




Success Story



combit List & Label | KingBill



It All Adds Up With List & Label

When you're offering a cost-effective enterprise resource planning software that doesn't require a user handbook to be operated, a particularly intuitive and understandable reporting system is one of the things you will need. In order to make sure that things will add up, you ought to be able to provide the report designer with no additional licensing fees. The Vienna-based company KingBill relies on List & Label. With the List & Label Designer, the user can design his own reports, which brought the company twice as many license sales in just one month.

The Company

KingBill GmbH of Vienna, Austria has developed and sold enterprise resource planning software under the same name since 2001. Always true to the company slogan, "Things add up with KingBill," company manager Alexander Kollin and his team offer small companies and self-employed workers the chance to prepare their offers, order confirmations, delivery notes and invoices quickly and conveniently without requiring any special prior knowledge. The company's client base consists of more than 18,000 customers from a wide range of different branches.

The Challenge

The KingBill enterprise resource planning software was specifically developed for small companies, which makes it very intuitive and cost-effective. Alexander Kollin and his team decided to acquire a reporting tool for displaying and printing diverse documents from

Facts



Organization:
KingBill GmbH

Sector: Software manufacturer

Location: Vienna

Web: www.kingbill.com

Challenge: Develop a cost-effective and intuitive resource planning software with diverse output options.

Solution: List & Label in the Professional Edition

Success: Users can adjust forms to their liking. License sales doubled in the first month.



a specialist. Since the print template designer was to be made available to the end user at no additional cost, they had to search for a reporting tool that would be easy to integrate and that came with a licensing model that would allow the designer to be easily shared with the end user free of charge. The one-time and ongoing costs for each installation also needed to be within the appropriate budget window. And Alexander Kollin also needed to be able to rely on dependable support at all times.

The Solution

Alexander Kollin and his developer team decided to use the List & Label Professional Edition report generator from combit. They were convinced by the fact that it is a proven product and that the Designer can be passed on to the end user at no added cost. Company manager Alexander Kollin also thinks the options offered by the Designer are "amazing".

The List & Label developer component was integrated very quickly, but Alexander Kollin and his team had much broader plans. "We made quite an effort to make full use of everything it had to offer, and it was well worth it," he remembers, adding: "Now the preview is permanently displayed and updated in our software, so you can always see what the document looks like." The developer team played around and tried out some diverse options, then List & Label was integrated directly into the KingBill software, followed, of course by "endless testing". The KingBill applications are all developed in C# for Windows only.

In the meantime some 18,000 end users are using the KingBill enterprise resource planning software and the List & Label Designer and some 300 new customers are joining their ranks each month. And since the List & Label Designer can be integrated without any limitations, they can make use of its full functional spectrum. List & Label is used to design, display and print all KingBill documents. The chart object enriches the analysis process with diverse diagrams. The charts can be rotated by each axis and include vertical bar, pie, circle, octahedron and line charts and 2D/3D variations. Colors and captions can be freely selected by the user. The KingBill developers make use of the object model (DOM) for projects, which lets almost all designer properties be controlled by code. They prepare dynamic projects

and setup their own project assistants. Formulas for object properties, 2D barcodes and Unicode are also used in the report designer. The export function can be used directly from the preview. The RTF object ensures optimal processing in Word and a PDF export option is also available. Alexander Kollin is thrilled by the possibilities and sums it up with the words: "We love List & Label!!! It is a fantastic tool that lets the user generate sensational reports."

Summary



For KingBill, it all adds up when you use the List & Label report generator in enterprise resource planning software. When asked about the result it has had for the company,

Alexander Kollin concludes: "It's phenomenal! In the past end users weren't able to make any design changes ... then we introduced List & Label and were able to sell twice as many software licenses that same month!!!" For this reason, we plan to continue using List & Label. With the Professional Edition, KingBill automatically receives each new version as part of their subscription, so all the new developments can be used immediately and made available to the end customers.

"In the past customers weren't able to make any design changes ... then we introduced List & Label and were able to sell twice as many software licenses that same month."

"List & Label is great for reporting!"
Alexander Kollin, company manager, KingBill