

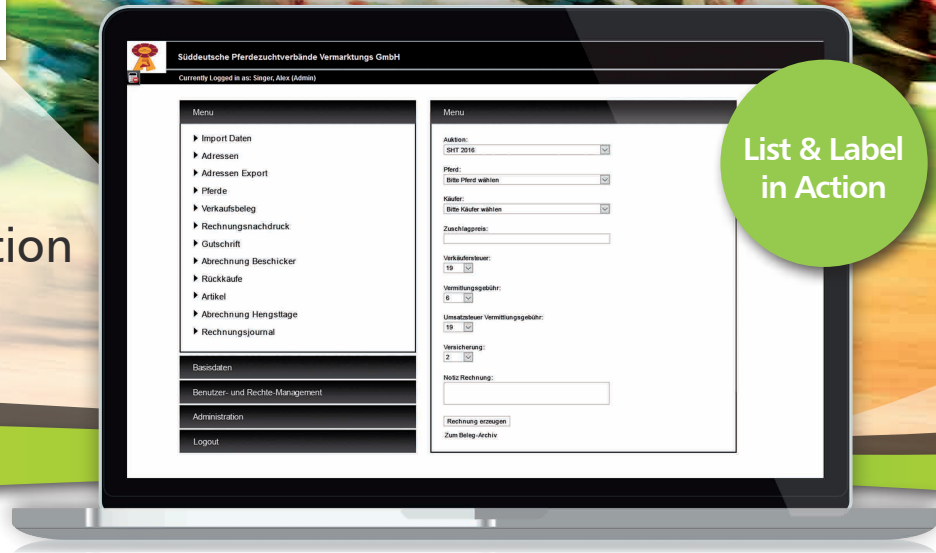
Success Story

List & Label | WebDatabases

combit®

WebDatabases

The Best Horse in the Stable – Reporting Solution for Auctions



Challenge

- ✓ Web application for all contracts and invoices
- ✓ Automatic creation of invoices
- ✓ Simple and easy operation for everyday use

Success

- ✓ Significant simplification of work for the auctioneer or horse breeder
- ✓ Processes run automatically. Manual adjustments are reduced to a minimum
- ✓ Several other regional associations use the solution

Company

“Going once, going twice, ... going three times!” Then the gavel drops. We all know this ritual from auction houses. But that isn't the only venue where bidding, outbidding, and auctioning takes place. There are auctions every day in horse breeding too, where talented foals, proud stallions, or seasoned mares find their home in a box stall at a new riding stable. Back in the day, there used to be enough time to negotiate. A handshake was all it took to conclude the deal. Nowadays, horse auctions are handled at high speed. Several different processes have to be carried out at the same time. Often enough, the auctioneers' job is more like that of a professional athlete. In order to lighten their workload, the software developers at WebDatabases were tasked by the Southern German Horse Marketing Company (Süddeutsche Pferdezuchtverbände Vermarktungs GmbH, SPV) to develop an auction invoicing solution that clears this exact hurdle. The result of the development is the

so-called SPV invoicing solution, which can easily record and handle all the processes involved in the auction. A massive improvement compared to the “good old days”. Several large marketing companies use the SPV invoicing solution, such as the Central German Horse Marketing Company (Mitteldeutsche Pferde-Marketing GmbH).

Challenge

The SPV's requirements were clearly defined. All the necessary documents for auctions (contracts, invoices) were to be made available in a web application and generated as PDFs, virtually in real time. All invoices were to be created automatically after the transaction. That way, buyers would receive their invoice immediately after their bid was accepted. WebDatabases was able to implement

the specifications quickly and accurately. It was ensured that the functionality, as desired by the client, was easy to handle and suitable for everyday use. The auctioneer only has to import the horse specifications into the solution before the auction and record the basic parameters of the event, such as date, location, etc. During the auction, the buyer's data and the price are entered after a successful bid. The system does everything else automatically.

to effectively use the combit reporting component. That way, they were able to use the complete range of features of List & Label for the newly developed SPV invoicing solution. The Web Designer was in particularly frequent use, as it allows users to design in a web application according to the WYSIWYG principle, including a real data preview. Development took place in Microsoft Visual Studio.



“Thanks to List & Label, we are able to offer our customers much more complex reports, receipts, etc. than before, and they can even manage the layout themselves.”

Alex Singer, IT Developer / Owner, WebDatabases

Reporting Solution

In order to develop the SPV invoicing system, a reporting tool was required that could be easily integrated into the development environment. Furthermore, easy and effective programming was to be ensured. This is precisely why Alex Singer has been using combit List & Label in his applications for many years. Before that, WebDatabases used Crystal Reports and a range of other report generators. However, there was a strong desire for more flexibility and easier integration into web applications, as well as the ability to run in different browsers. And so, the decision was made to use List & Label. In addition, the constant update roll-outs, based in part on customer and developer input, and the fast and reliable support were also decisive factors in favor of combit's reporting tool. After a short training and implementation phase of only two months, Alex Singer and his team were familiar with List & Label and were able

Success

The Southern German Horse Marketing Company was very satisfied with the SPV invoicing solution provided by WebDatabases. It runs reliably and is now used for all its auctions. Other state associations have already started using the SPV invoicing solution for horse auctions. Alex Singer is also currently using List & Label in 20-30 other projects. Today, Alex Singer is very satisfied: “Thanks to List & Label, we are able to offer our customers much more complex reports, receipts, etc. than before, and they can even manage the layout themselves.” The handling of orders has also benefited from the use of List & Label. Complex requirements can now be realized 50 % faster on average, as the owner of WebDatabases pointed out. Compared to other components, List & Label has brought him clear competitive advantages. WebDatabases will continue to work with List & Label in the future. In conclusion: With List & Label, Alex Singer definitely put his money on the right horse.

“By using List & Label, we can realize complex requirements 50 % faster on average.”



Alex Singer

IT Developer / Owner, WebDatabases