



# WINDEV & SEGAFREDO ZANETTI Help in making express decisions!

The Italian multinational chose WinDev AS/400 to provide decision making tools dedicated to sales managers and teams.



## The company

Segafredo Zanetti, established in 1894, is an Italian multinational which produces and sells coffee in over 40 countries (plantations in Brazil notably). Segafredo is today the number one espresso coffee in coffee shops and hotels with over 70,000 clients in the four corners of the world.

## Project leader

Joël Rouillé, is the IT manager for the French division.

## Hot deadlines: One solution: WinDev

What solution to adopt in the light of cost constraints, objectives and commercial directives? This was the problem facing the Segafredo Zanetti computer department. With an AS/400, loaded at 80% with commercial packages, including Genacod 400 (production, stocks/purchases management, client/supplier flows, etc.), Joel Rouillé didn't hesitate in choosing WinDev for the development of satellite modules around Genacod 400 in order to provide strategic decision making tools for the sales and marketing teams within strict deadlines.

"I approached WinDev having been a developer myself some 15 years ago. It was very simple to get used to, especially thanks to the numerous examples and its 5GL. I was able to create a project model in no time", declares Joel Rouillé.



## WinDev for its user-friendly interface and outstanding performance

The application presents in a dashboard format aggregated information (from 32 computers) from the Genacod 400 package.

"The Managing Director of Segafredo Zanetti was used to the development time set by our former tools and was immediately impressed by our responsiveness in providing a model thanks to WinDev RAD. At run time, the native AS/400 access performance and the user friendliness of the application also proved successful. He very much



appreciated the range of charts and ease of export to Excel. Our presentation was so successful that he



encouraged us to pursue development with WinDev AS/400 for future projects", underlines Joel Rouillé.

## Portability of AS/400 and Hyper File code

The application has been enriched and is used both by the sales administration department at headquarters and by sales managers in the field. "WinDev offers total code portability. Users have the Hyper File database engine on their laptops and we send files to sales managers via email using the 5GL Zip functions of WinDev", adds Joel Rouillé.

## No coffee break for WinDev

Based on the success of this initial project, other strategic applications are now under development (e.g. manufacturing quality monitoring tools based on the ISO 9001/2000 standard).

"WinDev meets our internal requirements and supports our system setup. In a decision making envi-

ronment, responsiveness and openness (communication via Internet, Excel, AS/400, etc.) of development tools are essential. WinDev applications enable reliable and secure distribution of information under the sole responsibility of our own computer department. These are all reasons why we have widened the use of WinDev to the whole development team", concludes Joel Rouillé.