

“One of our current systems is written for one vertical market and limits us to North America. The Modularis Business Application Platform [Accelerator] permits us to grow into other global markets and allows us to build a platform to leverage our intellectual property into additional related verticals as well. We build applications with the Modularis Platform and our clients can further extend their own deployments.”

Rich Reynertson, Chief Executive Officer, Feed Management Systems®

For over two decades Feed Management Systems (FMS) has been the leader in providing solutions that automate and integrate feed production for the animal feed industry. FMS determined that to ensure its continued company growth it had to build a new platform for developing dynamic recipe-based vertical solutions. Such a platform would allow it to enter new vertical markets, to sell all solutions into countries beyond North and South America, and to be agile enough to support future client demands, to adjust to changing market conditions and to keep pace with new technology offerings, like mobility and RFID. FMS, a Microsoft Gold Certified Partner, already knew the strengths of the Microsoft platform but needed a Partner to help them accelerate their development efforts. They turned to Modularis.

Business Challenge

Feed Management Systems' existing platform and its solutions have been successful in helping FMS become a leader in animal feed manufacturing software in North and South America. However, the existing platform had constraints that made it costly and in some cases impractical to expand its footprint into other geographies around the world as well as other parallel verticals. In order to continue to grow, FMS needed to leverage its existing intellectual property and expertise to go beyond the animal feed industry. FMS also needed to ensure that this new platform would be robust and agile enough to provide the benefits of current technology and carry them well into the future. Richard Reynertson, CEO, mandated that their internal development investments be maximized by focusing on their vertical domain expertise while at the same time extending the life of their capital investments; all without compromising quality or increasing risk. By doing so, Mr. Reynertson would ensure that his team would be able to focus their time and resources on core, industry business logic which is FMS' key differentiator in the marketplace.

Technical Environment

FMS determined that to be able to deliver solutions in a timely fashion that were agile enough for their end-clients to be able to modify, they had to develop a tiered platform. This tiered platform would consist of functionality that was necessary for all solutions coupled with functionality that was both industry and client specific. FMS realized that the value it brings to the feed management industry is not development of core technical constructs like security and auditing but rather its manufacturing and formulation expertise. Given that speed-to-market is critical and that resources are finite, FMS determined that leveraging Modularis would provide it a competitive advantage to meet the stringent technical requirements that would drive the business goals.



Feed Management Systems

Client Profile

Feed Management Systems, Inc. (FMS) is an award-winning software solutions company that links critical information between commercial feed manufacturers and their suppliers and customers across the globe. FMS helps feed manufacturers attract and retain customers by providing the information infrastructure required to operate effectively in the dynamic and complex feed manufacturing environment.

Business Challenges

Increasing market share beyond the Americas

- Expanding into other related vertical markets
- Speed-to-Market in addressing new market trends

Technical Challenges

- Agile platform to quickly develop new vertical solutions
- Providing a rich and customizable client interface
- Ability to easily integrate new technology offerings like mobility

Solution

Modularis with its Business Application Platform, Accelerator, partnered with FMS to develop a commercial-grade, new generation vertical technology platform on the .NET Framework.

Benefits

- Ability to now enter new vertical markets and grow overall market share and revenue
- Agile platform that allows FMS to quickly respond to new client demands and market changes

Software and Services

- Modularis Accelerator 2009
- Modularis Product Architecture and Design Services
- Microsoft Windows Server 2008
- Microsoft SQL Server 2008
- Microsoft .NET Framework
- Microsoft Visual Studio 2008
- Modularis Advisory Services

Keith Zbasnik, Senior Software Engineer at FMS, indicated that Modularis allowed them to quickly and effectively develop a platform that adhered to both industry and Microsoft standards while still providing an open architecture that FMS could enhance with its industry expertise and business logic. Mr. Zbasnik goes on to say that the 50-75% reduction in development for those system components allowed FMS architects and developers to focus their efforts and time on the business logic that sets FMS apart from its competition.

According to Duey Yliniemi, Vice President of Development at FMS, it was imperative that the new platform be both commercial-grade and enterprise-ready. Modularis Accelerator proved to be the right choice as it offers organizations the ability to architect and develop solutions that are:

- High-quality by incorporating industry best practices and standards
- Localizable for any country in the world
- Easy to extend and integrate with other systems (from ERPs to Databases)
- Easy to support and maintain
- Scalable
- Leverage SmartClient technology to provide a rich user interface and experience

Solution and Results

Feed Management Systems has been successful in developing their platform on time and under budget by virtue of partnering with Modularis. Modularis was able to marry both the business and technical requirements and needs with the expertise of their Product Architecture and Design Services coupled with their Accelerator Business Application Platform. FMS is now able to create industry and client specific solutions based on Accelerator for the wide range of clients in the optimized formula production space around the globe. Due to Accelerator’s agility and open architecture, FMS clients can also create their own custom solutions.

A solution is more than a collection of technologies; it also requires team collaboration. As Janet Lillivold, COO at FMS, stated “The Modularis team has the ability to work together in an effective partnership.” This type of collaboration ensures that the client’s business and technical needs are accurately interpreted and represented in the final product.

As a result of the success of the project, Modularis is viewed as a key strategic advisor to FMS. **“Modularis is viewed and acts like a Partner as opposed to a supplier”**, stated FMS CEO, Mr. Reynertson.

About Modularis

Modularis accelerates client business value via Service-Oriented Architecture and Software Automation. Since 1999 the company has served Enterprise ISVs, System Integrators, OEMs, and Government Enterprises worldwide.

We are measured by how we create business value through our Innovative Technology and Advisory, Software Architecture and Product Design Services.

Our clients define business value success as: speed to market, rapid ROI, increased quality and decreased risk, improved maintainability, enhanced agility, and lower TCO.

Built upon the Microsoft .NET Framework, Modularis Accelerator Business Application Platform eliminates up to 70% of hand-written code. This results in consistently fewer defects and permits engineers to focus on business logic and user experience development.

The Accelerator model-driven automation engine helps clients:

- Rapidly build commercial-grade enterprise software solutions
- Accelerate the migration of legacy applications to the latest Microsoft technologies
- Easily integrate with and add to existing software investments in frameworks and web services

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