



"The dealer information system has quickly proven to be an indispensable way of providing information to the Soundcraft dealer network. Over 30 dealers use the system regularly."

Soundcraft uses Strategi to develop its Dealer Access System

Founded in 1973, Soundcraft first made its mark with the launch of the Series 1, the first mixing console in a flightcase. From what was then a small company in central London, Soundcraft expanded and started to diversify. The company designed a mixer for recording - the Series 2 - and began to build a reputation for great-sounding desks, which is often referred to as the favoured 'British Sound'.

Today Soundcraft has a network of 88 distributors selling and supporting its products world-wide. Part of the Harman Pro Group, Soundcraft is still very much the dedicated professional mixing console designer and manufacturer it was back in 1973. It now boasts a range of mixers which are designed for use in live sound, recording, post-production, TV and radio production and disco applications.

Mr Peter Wright, IT Manager first contacted Advanced Business Link with the request to provide real time online information for their European Dealers. Soundcraft wanted to provide a service for their Dealers to access their system via the web to check order status, account balance, item search, etc each dealer had to be authenticated only to see the information that is relevant to them. The Dealer Access System had to easily interface with their backend application, in this case MACPAC.

Soundcraft looked at various solutions and opted for Strategi by ABL, it proved to be the best option and easy to manage as both parties could work on the project. Peter with his knowledge of his application on the AS/400 could easily write the servers need to provide the data to the front end, in this case HTML, ABL worked on this area for Soundcraft as HTML and Javascript was not an area of expertise in the early days.

Strategi allows companies to totally split responsibilities, separation from design and logic, design being the front end interface which can be HTML, WML, XML or even Wireless and Logic being the writing of HSM Servers responsible for retrieving the data that needs to populate the front end, these server programs can be written in RPG (ILE) C, CL, JAVA