

Spotlight on Victoria

Think Melbourne, Australia for ICT

Case Study: Mid-Comp International

Company Profile

Mid-Comp International Pty Ltd is a developer and supplier of business solutions software, with a high emphasis on research and development. Mid-Comp focus on architectures and mechanisms which facilitate Internet-based business transactions, concentrating on those which demonstrate a genuine application in the supply chain business community. Mid-Comp offer technical consulting services within Australia and South East Asia, predominately in trouble-shooting machine performance, communications and third party business applications software issues. Mid-Comp International has a strategic relationship with IBM, RFID Association of Australia, GS1 Australia, EPC Global and supplies products and services to a client list containing the dominant Australian commercial enterprises as well as international companies in over 26 countries. Mid-Comp continues to enjoy consistent, sustainable growth by identifying niche market opportunities, and adheres to the philosophy 'Anything is possible'.

Company History

Founded in 1989 and in its current form since November 1995, Mid-Comp International's primary focus and competitive advantage has been the development of world-class business software which takes full advantage of both current and emerging technologies. In the late 90s, Mid-Comp was one of 17 companies worldwide to take part in the IBM-sponsored San Francisco Project. As a result of this experience, the concept and technical infrastructure for Mid-Comp's flagship product, Odyssey, was borne. Based in Melbourne, Mid-Comp employs 30 staff and has distributors in the USA, Brazil and South Africa and plans to include India by end 2005. Mid-Comp's in-house developed technical and commercial software products have gained international recognition. In 1998, Mid-Comp established The Melbourne Research and Development Centre which was designed to evolve emerging technologies into commercial realities and encourage creativity and ingenuity amongst staff. The technical achievements of their Odyssey product were recognised taking out the prestigious 'IBM Award for Excellence in Technical Innovation', in 2001.

Major Projects and Customers

- BlueScope Steel Logistics Australia
 - domestic & international steel transport & logistics management.
- Nintendo Australia
 - warehousing & distribution on a national scale.
- Janome Sewing Machine Company
 - warehousing & distribution on a national scale.
- Findus Frozen Seafood
 - warehousing & distribution on a national scale.

Turning Point

'Having spent several years and a large amount of money developing Odyssey, we finally reached a turning point when Bosselman Inc., who are based in the US, purchased the software. Their response to Odyssey has exceeded our expectations and through this association we have been able to further advance the software, creating a product that is unique in the international marketplace.' Steve Bridges, Managing Director, Mid-Comp International.



Project Focus: Odyssey and Bosselman Inc.

The aim behind the development of the Odyssey product was to revolutionise the ERP market. Odyssey is a corporate-level, distribution and e-Business solution that takes advantage of modern technologies. It is written in pure JAVA, and is entirely internet delivered to any location worldwide with the user only requiring a web browser and low-end PC. Odyssey provides organisations with intelligent supply chain management, comprehensive sales processing, advanced distribution functionality, and is designed specifically to replace the high cost ERP applications. Bosselman Inc., based in the US, is a diversified corporation with warehousing, distribution, inventory management, financials, point of sale, and service maintenance functionality required for different parts of the business. Bosselman's challenge was to find a fully functional corporate level supply chain system that was browser based, platform independent, affordable and genuinely real-time in order to track the business in a more pro-active way – they found Mid-Comp's Odyssey.

Methodology

Bosselman sent their top IT personnel to Melbourne to perform due diligence on Odyssey. After four weeks of pulling Odyssey apart they were convinced and purchased a copy of the product in mid-2004. Initial project work was scoped late 2004 while Mid-Comp worked remotely from Melbourne to start preparing for the data migration. The Mid-Comp team of three specialists flew into Nebraska February 2005 to start the deployment. Working on site for three weeks the team then returned to Melbourne leaving the Bosselman IT team working on the project. Returning in April for another three weeks, the system went live 13 April 2005.

Nuts and Bolts

It took ten people almost four years to develop the toolset to build the application for Odyssey, and a further 18 months to build the application. It cost several million dollars to produce and continues to evolve.



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Outcomes and Benefits

Odyssey provides the Bosselman Corporation with the full range of supply chain functionality, technical and product features required:

- A fully functional Intelligent Supply Chain system supporting Bosselman's multi-company requirements for warehousing, distribution and financials.
- A modern object-oriented system architecture (JAVA based) that allows rapid deployment and ongoing system updates with minimal costs.
- A browser-based interface that allows deployment to any computer, with any browser, immediately, anywhere in the world.
- Real-time system updates allowing an up-to-date financial view of the company.
- Platform independence allowing for cost control in IT infrastructure.
- High availability embedded within the application allowing true HA and DR requirements to be met in line with business continuity goals.
- Software ownership that allows Bosselman to take control of the product and its future direction.
- An unlimited user license.

Customer Feedback

'In Odyssey we found the Holy Grail. A feature rich supply chain system with an architecture that delivered complete flexibility; and also the lowest TCO of any product on the market today. There is no other commercially available solution that can match Odyssey's level of performance and breadth of business modules.' Harry Galbraith, MIS Director, Bosselman Inc.

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