



Atlas Express

FROM ATLAS PRODUCTS INTERNATIONAL



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Welcome

Welcome to API's monthly e-newsletter designed to keep you up to date with news about our company and our products and services. We hope you find this information of interest. If you would like to find out more, please contact Mark Williams at mark.williams@atlasproducts.com or call 08700 501007.

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Industry heavyweight Pugsley joins API board

API Managing Director Allan Gray has announced the appointment of Bill Pugsley as the company's new non-executive Chairman.



“This is a very significant moment in the history of API. Bill is a hugely successful and respected operator and I am absolutely delighted that he has joined us.

He will bring his experience of corporate governance to the board which, allied to his technical expertise, will reinforce the company's position in the marketplace.

Over the years Bill has been a long standing competitor of ours in his role as MD of Perwill but he has always been a friend and that is the measure of the man.

Perwill was sold to Kewill two years ago and Bill is now pursuing other avenues so the fact that he agreed to work with us is a sign that we are going in the right direction.

Bill is a lively and charismatic character and I know he will be great news not only for our company but also for our customers who will benefit from his skill and experience.”

Bill Pugsley – a brief profile

- More than 37 years commercial data processing experience
- Founded the Perwill Group in 1973 and built it into one of the world's leading independent providers of eCommerce software and services. Sold in July 2005 to Kewill Systems plc
- Project team member that oversaw the merger of the UK ANA and Electronic Commerce Association into what became **e centre^{UK}** and subsequently GS1 UK

- Has advised clients around the world on the introduction of EDI and has presented papers on EDI and allied subjects on five continents
- Has recently been appointed Chair of the BASDA eBusiness Group, which held its inaugural meeting at Atlas Products International's offices on 31st July 2007
- Currently a Fellow of the Institute of Directors (F.Inst.D.) and a past Companion of the Institute of Sales and Marketing Management

Commenting on his appointment, Bill said:

“Allan Gray is one of those rare owner/directors who has maintained his integrity in the nearly twenty years that I have known him.

The satisfaction of his customers and the well being of his colleagues is the core upon which he has built a successful business.

I am delighted to join the Atlas team and I look forward to working with Allan and our colleagues to ensure the continued success of the company.”

Atlas expands in Irish market

Two significant pieces of business have been secured recently which firmly establish Atlas as one of the leading EDI suppliers in Ireland.

Firstly, IHBMA (Irish Hardware Builders Merchants Association), in association with GS1, appointed Atlas as their preferred supplier of EDI.

A pilot project will be followed by a roll out of EDI to large numbers of builders merchants' suppliers across Ireland.

Atlas won the business against strong competition from several other EDI suppliers, eventually winning on the strength of the BDX no traffic cost network and a deliverable solution within the scope of the cost and the timescales laid down.

Secondly, further north in Lisburn, County Antrim, Atlas has been appointed by one of Ireland's largest distribution companies.

PRM Limited chose Atlas to roll out EDI, based on recommendations from one of its major customers.

Said API's Managing Director Allan Gray:

“We are very pleased – these are two significant wins for us that will allow Atlas to further expand our product and service offerings in the Irish marketplace.”



Case study: ABC SPAX

Making good connections with Matrix Managed Service

In mainland Europe, the vast majority of Audi, BMW, Porsche and Volkswagen drivers will be unaware of the critically important job that Altenloh, Brink and Company (ABC) plays in keeping their prestigious cars on the road.

About 50% of cars in Europe carry ABC's screws, connections and other components, manufactured in the German company's plants at Ennepetal and Gevelsberg in the industrial heartland of North Rhine Westphalia.

Its reputation is as a market leader, an innovator and a developer of new, ground breaking "connection technology" products, not only for the automotive market but also for use in mobile phones and by industry generally.



ABC has 11 subsidiaries throughout Europe. In the UK it trades as ABC Spax specialising in woodscrews, supplying both trade and retail customers from its base in Wolverhampton.

Its customers include household names such as Jewson, B&Q, Magnet, Buildbase and Focus DIY.

From small beginnings, ABC Spax has seen sales grow by 50% over the past two years with annual turnover up to more than £6 million. This growth has coincided with greatly increased use of electronic trading.

But with each trading partners' needs, software and technical capabilities varying greatly, ABC Spax needed a supplier who understood both the technical issues and the needs of customers.

The answer was API's Atlas Matrix Managed Service.

ABC Spax simply sends its electronic files – such as invoices, credits and orders – often in a wide variety of formats – to API through API's own BDX network and Atlas Matrix does the rest.

Atlas Matrix sends and receives data to and from ABC's Spax's customers and then returns the data to ABC Spax's back office.

Atlas also acts as ABC Spax's technical representative in discussions with customers to resolve technical issues and holds all of ABC Spax's data archive for retrieval when required. Says ABC Spax Office Manager Bev Cross:

“It's an ideal solution – we simply send the files to Atlas and they do the rest. Its fantastic!”

We don't have an IT department here so Atlas has taken on the role on our behalf.

Our previous supplier was slow and unresponsive, but Pete Shelmerdeine at API is great, he really looks after us, he talks directly with our customers to answer questions, resolve queries and pull everything together for us. We trust him.

There is no doubt that this solution has meant that we have not had to recruit additional employees just to manually key in data.

We regard Atlas as an extension of our own team but we can buy their expertise and customer service on a basis that suits our own needs and circumstances.”

How safe is your data transmission system?

Atlas SDX is a totally secure system to send and receive all your documents or data files over the Internet with no traffic costs.

SDX is the result of a £4 million investment and builds upon the phenomenal success of the Atlas Business Data eXchange (BDX) and its eight years of service in the USA and Italy. Launched in the UK in 2004, BDX now carries millions of files each year. BDX is the UK's fastest growing network, for fast, secure, reliable, low cost transfer of sensitive business critical data.

SDX is designed for banking, financial services, government, military, health, legal and associated services for whom total security in the transmission

of data is fundamental to their reputation and commercial success.

SDX uses Internet connectivity to provide an instant solution for secure and reliable movement of data from A to B without delay or corruption and with absolute certainty of delivery.

It can handle any data type and size including designs, specifications, plans, video, music, jpegs, pdfs, legal documents, EDI, XML and any other file content.

SDX offers total visibility and traceability, without hard work or complex procedures. It can provide proactive, automatic notification of every stage of each transmission. Users can even view the status of their traffic online.



Atlas SDX and Versace

Legendary Italian designer Versace switched to Atlas SDX for secure, flat cost internal and external exchange of business critical information.

Versace is one of the world's leading international fashion houses. It designs, markets and distributes luxury clothing, accessories, fragrances, makeup and home furnishings.

Versace collections are distributed through a network of 240 exclusive boutiques, over 150 dedicated spaces in major department stores and duty-free areas, as well as a number of selective multi-brand boutiques in 60 countries.

The SDX system's secure file transfer technology enables the reliable transmission of highly confidential and crucial information – in particular its unique clothing designs – between Versace in Milan and its global network of stores, suppliers and manufacturers.

SDX is so easy to implement that, with little assistance from Atlas, Versace remotely installed SDX connection software at 41 of its locations in eight countries within one 24 hour period.

Within a week, the Group's Italian headquarters were exchanging more than 3,000 files per day between Versace locations around Europe and the USA. Going forward, a roll out of SDX to the entire Versace network is gathering pace.

Features

SDX is a completely secure data management and communications system invisibly encompassing digital signatures, encryption and compression.

The SDX system is available as a service or as a private server cluster owned, hosted and controlled by the customer and completely integrated into their IT security infrastructure.

- It has built in security with RSA Certification for non-repudiation and Triple DES, Blowfish or third party encryption
- You can use the SDX client on Windows, Unix, Linux or the Web either manually or automated and hidden
- Backed by a Service Level Guarantee and real people

- It has 24x7 support
- It uses any Internet connection
- It has built in data management and document traceability
- It provides email notification of a file's arrival, any errors or if a file has not arrived by a specified time
- Documents are compressed saving even more transmission time

Who is SDX for?

- Organisations for whom security, confidentiality and guaranteed delivery are vital
- Anyone seeking to remove the management burden of FTP, HTTP, AS2, AS3 and other protocols

