

Cross-platform Omnis solution manages Jobs and Costing for Swedish ad agencies

Advertising agencies and service based companies need to manage the relationships with their customers and all their current jobs easily and effectively. The software systems required to support the management of this information need to be flexible, easy to use, and very reliable. ADJob Nordic AB has built such a system using Omnis Studio which now supports ad agencies across Sweden.

The ADJob Business System makes it possible for ad agencies and service companies to manage their jobs, time sheets, purchase orders and client invoicing. The system also supports CRM, as well as the estimating and planning process. The top of the line ADJob module seamlessly integrates project management with a complete accounting system.

Ad agencies and other service companies tend to use Mac OS X, while an increasing number use both Mac OS X and Windows based PCs. Since the ADJob system is built using Omnis Studio, a cross-platform development tool, ADJob Nordic AB are able to offer their customers a choice of either Mac OS X or Windows, or a combination of platforms, including Linux for server based systems.

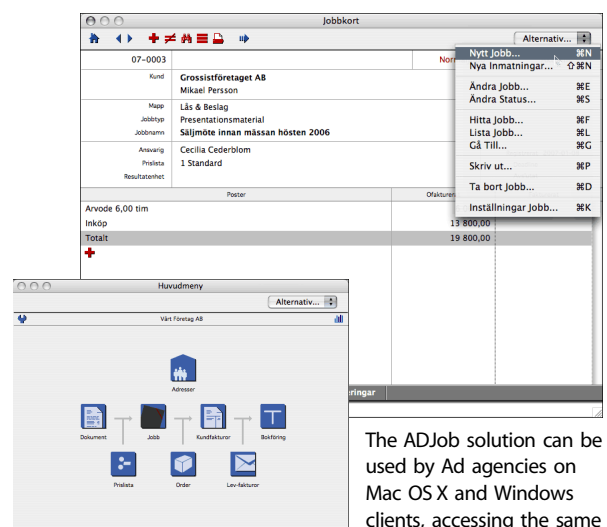
“The main advantage of developing in Omnis Studio is that we only develop on one platform. The exact same code will run on both Mac OS X and Windows without any modifications. Once the entry level was passed, the speed of programming is now really fast and we enjoy a very short time to market,” said Mats Olsson, Managing Director of ADJob Nordic AB, Sweden.

“Using the Omnis Data Bridge allows us to deliver a solution for sharing data that is more reliable than traditional file sharing. This method of sharing data is well suited for the size of company within our target market,” continued Mats. “In addition, the Solo Omnis Developer Partner Program has made it possible for us to achieve a business plan that is long term, profitable and affordable for our target group. The quality of our own tech support is also enhanced by the backup of the German RD Support Team.”

The ADJob system was developed in Omnis 7, but migrating to Omnis Studio has made it possible to reduce the time to fix a minor bug from one hour to a couple of minutes. ADJob has also found that deployment and distribution of their application built on Omnis Studio is much easier and quicker than previous versions of Omnis. In addition, the size of their main library file was reduced from 50 MB to 5 MB due to the object oriented programming techniques in Omnis Studio.

About ADJob: Founded in 1973, ADJob Nordic AB is a Swedish company that started as a screen printing shop, but in later years migrated into an ad agency. Based upon real life experience, they started to develop an application built in Omnis 3 to manage their own agency. ADJob Project was successfully launched to other agencies in 1987 and today they are serving 350 active companies with approximately 2000 end users.

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The ADJob solution can be used by Ad agencies on Mac OS X and Windows clients, accessing the same database application.