

Developer Successfully Migrates leading Dutch broadcaster to Omnis Studio

Introduction: TROS is a public radio and television broadcaster in the Netherlands and for 40 years has focused on the popular Dutch music scene. As well as its broadcasting activities, it is a leading TV guide publisher and music event organizer. Back in 1990, two students started to develop administration tools for TROS, which later became a full ERP application managing many of the business activities for the broadcaster. Out of this development activity, the company VDA Informatiebeheersing was created, which over the intervening years has become a leading supplier of ERP and CRM solutions to Dutch media companies, with around 45 employees and over 100 customers, and accounting for over 2bn Euros of the Dutch media market.

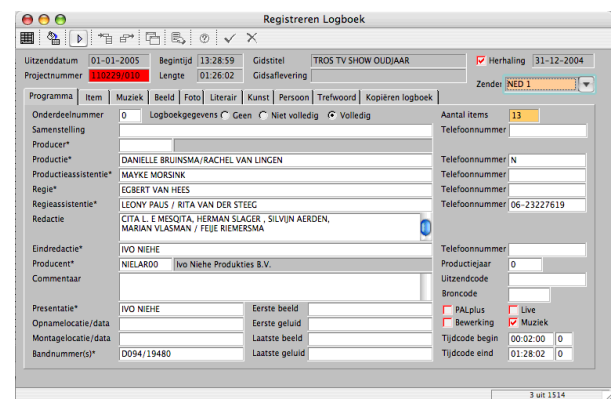
The evolution: The ERP solution from VDA, called POP, has over 30 modules for the administrative processes for mainly television and radio, as well as related activities on the internet and live events, plus financial management. Additional access is given to users and external applications via Java, using XML and SOAP, which supports adding & retrieving information, viewing radio and television schedules, reporting use of material, searching material, and so on. The successful use of the application is not limited to TROS, with more than 10 Dutch broadcasters and production companies using the application. The application started life on Omnis 3 and the Omnis datafile, but with the later addition of an Oracle database, was upgraded to Omnis 7.

Move towards Omnis Studio: In the last few years, with many changes in the Mac and general IT markets, there was a big need to convert the ERP application to Omnis Studio. Given that VDA had many other Omnis 7 applications (known in the Omnis community as 'classic applications'), they decided to create a complete environment for converting Omnis 7 applications to Omnis Studio, based on the conversion tools provided by Omnis. Three experienced VDA Omnis developers worked on this, resulting in a conversion environment with a successful conversion rate of 99%, including the conversion of V2 DAM (Data Access Module) code to the new DAM interface in Omnis Studio v3/4. The conversion modules were implemented at TROS during 2005, and by the beginning of 2006 the ERP application was fully converted. Now with more than 60 users, TROS is successfully using the application in Omnis Studio for the latest version of Mac OS X.

Conversion service for other Omnis users: Based on the success with TROS, VDA decided to make their conversion environment available to other Omnis developers, and several successful conversions have been undertaken in Europe and the US. For more information on this case study and for a special white paper on their conversion service, contact Rick Hagen at VDA: rhagen@vda.nl

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Rick Hagen
 VDA Informatiebeheersing



The application created by VDA allows broadcasters and media companies to manage assets and customer accounts. The application started life in Omnis 3, then converted to Omnis 7, and was later successfully converted to Omnis Studio using conversion tools created by VDA themselves.



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