

# SUCCESS STORY

SoftTrace adds “Magic” ingredient to dairy manufacturing software



**softtrace**  
delivering traceability solutions

## The Project

### Customer:

SoftTrace  
www.soft-trace.com

**Industry:** Manufacturing, quality management and traceability software and services for the Food, Dairy and Pharmaceutical industries

### Magic Solution:

Magic xpa Application Platform

## Objectives

- Accelerate development of new software modules and module updates, using current resources, to meet the evolving business needs of SoftTrace users.
- Deliver a rapid ROI to SoftTrace users by easily customizing and configuring SoftTrace modules for new customers and efficiently providing updates to existing customers.
- Optimize project delivery performance for enhanced customer satisfaction.

## Results

- Significantly increased programming efficiency with a maximum return from current development resources.
- SoftTrace users reported 99.5% ingredient usage accuracy via hand-held technology.
- Remote/mobile enabled functionality in production and inventory management, delivering increased data accuracy and traceability.
- Enhanced instrument calibration maintenance functionality in laboratory and production settings.

SoftTrace has been providing manufacturing, quality management and traceability software to the Food, Dairy and Pharmaceutical industries for almost two decades. In 2016, SoftTrace selected the Magic xpa Application Platform to develop enhancements to its Dairy Manufacturing suite of software modules. For this project, development focused on providing Dairy industry users with enhanced ingredients / raw material tracking, as well as instrument calibration monitoring via Android tablets in laboratory and production settings.

SoftTrace has benefited from a long-term, successful relationship with Magic. The company made the decision to deploy the Magic xpa Application Platform based on the platform's unique application development environment, mobile independence, and ease of connectivity between business and mobile applications.

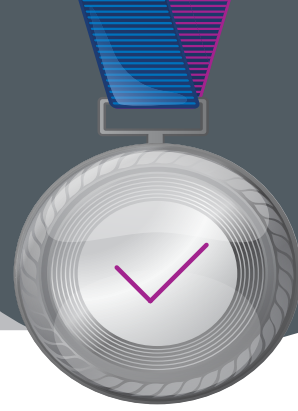


Anthony Connolly,  
SoftTrace CEO

*“As we seek to expand the markets for our software and maximize the benefits for our customers, we will continue to leverage our long-term relationship with Magic Software and their experience of rapid application development. By matching the advances in Magic xpa to our evolving development requirements, we are confident that we can remain flexible and responsive in meeting our customers' current and emerging challenges without putting undue pressure on our current product development resources.”*



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The Magic xpa environment allows the rapid creation and customization of large-scale and complex distributed applications across all platforms, including mobile devices. The technology enabled SoftTrace to deliver the flexibility of remote, mobile access from multiple locations and easy integration across a number of management systems.

## Rapid Customisation & Data Integration

Meeting current and future Dairy processing challenges, demands the real-time integration, tracking and reporting of manufacturing data across all operational areas from ingredient sources to finished product. In SoftTrace, this functionality is enhanced by the high levels of scalability, portability and interoperability afforded by Magic xpa via the Magic Enterprise Server and In-Memory Data Grid (IMDG). The core of Magic's unparalleled productivity is the unique Magic Enterprise Server, which contains the built-in functionality and automation wizards used to create Magic applications quickly and efficiently. This, combined with the SoftTrace team's Dairy industry expertise, means that the software can be quickly customised and implemented for a quick return on investment. A twelve-month return on investment is typically achieved via increased revenues, superior plant management capabilities and improved delivery performance.

"It is important for our customers that the SoftTrace modules are easily customised to meet their specific needs. It is also important that critical functionality can be accessed remotely via mobile devices from anywhere in the manufacturing facility. Magic's metadata-driven, point and click development environment makes it a relatively simple and cost effective tool to rapidly deliver the degree of customisation, data integration, and mobility our customers demand," said Anthony Connolly, SoftTrace CEO.

## Increased Flexibility

As an open development and deployment environment, Magic supports legacy applications by encapsulating them into standard programmatic environments. This allows SoftTrace users to maximize the return from existing and legacy technology investments. The composite development approach afforded by Magic xpa has allowed SoftTrace to provide its Dairy industry customers with superior system performance, an enhanced user interface combining improved navigation and communication components, advances in functionality, and optimized integration with 3<sup>rd</sup> party software and hardware.

"We have deployed Magic's technology for nearly seventeen years. It is easy to use and extremely productive. We estimate that it increases programming efficiency by up to ten fold. Using Magic xpa has helped us deliver a product with superior functionality, integration capability and information management," said Kieran Quinn, SoftTrace Development Manager.

## About SoftTrace

SoftTrace is a leading developer of Manufacturing, Quality Management and Traceability software for the Food and Dairy industries. The company focuses exclusively on the design, development, implementation and support of the SoftTrace suite of software modules. As a plant wide data management and reporting system, the SoftTrace modules deliver enhanced production efficiency, improved inventory control, maximized yields, product value optimization and full unit level traceability. To deliver tailored solutions, SoftTrace combines in-depth target industry knowledge with cutting-edge software and a range of expert implementation and support services.

