

# Veltec Testimonial for IT IS “Activigence Web Extensions”

## Background of Veltec web project

Based upon conversations with **InfiniTek** staff it became apparent that the long-term client, **Veltec Sports** had some very unique and specific requirements in web-enabling their various business processes. Simply nailing up a “shopping cart” was not going to suffice. In performing due diligence it turned out that the Munich, Germany based **IT IS AG** had the best solution for **Veltec’s** challenge.

The result of the solution search and implementation was a win-win-win scenario: **Veltec** has a cutting-edge software solution which will serve them into the future; **IT IS** has a good reference to cite as they move to establish a stronger US presence; and **InfiniTek** earns another testimonial to use as an example of their commitment to client satisfaction.

## Testimonial of Chuck Dufour, Veltec IT Director

**Veltec Sports, Inc. (Veltec)**, is a Carson City, NV based distributor of best-of-class products to satisfy the needs of discerning bicycle and sports apparel enthusiasts. Founded in 1966, **Veltec** distributes their products exclusively through a large network of bicycle and sports apparel shops. They outgrew the capabilities of their **MAS90** accounting package and moved to **Navision** software in 2001-2002 just as **Microsoft** was purchasing the popular Denmark-based ERP solution. During the initial installation stages, **Veltec** contracted with **InfiniTek Corporation** of Southern California to complete the NAV implementation project begun by another company. The **InfiniTek** team was touted as a “*breath of fresh air*”.

In 2008-2009, **Veltec** was ready for another leap forward in technology utilization. During consultation with **InfiniTek** staff it was decided that the best product available for integration with **Navision** was “**Activigence Web Extensions**” from the German-based company, **IT IS AG**, which has been innovating solutions since 1999. **IT IS** had adopted the open-source software, **DotNetNuke**, as their CMS portal and is currently in the process of growing their network to 90 partners world-wide, of which **InfiniTek** is a member.

According to Jim Reed, **InfiniTek’s** General Manager, since **Veltec** had become the leader in the sports apparel and bicycle industry they had developed a good-sized dealer network. They badly needed a B2B solution which was integrated with **Microsoft Dynamics NAV** to better service their network. And **IT IS “Activigence Web Extensions”** was exactly what they needed. “**InfiniTek** is proud to be **Veltec’s** NAV partner and to have recommended the **IT IS** solution.”

**Veltec** IT director, Chuck Dufour, remembers the installation and was willing to share the many benefits to his company of adopting the versatile “**Web Extensions**” add-on technology:

*“We had no e-commerce presence at all for customers, sales reps or consumers. We wanted to automate the process of selling B2B (Business to Business) directly to our retailers, with the option of adding B2C (Business to Consumer) at a later date. We were able to transition from a phone-*

*and-FAX based system to web-based self-help ordering, which allowed us to save on personnel costs.*

*“One surprising bonus to this system was that we were able to save a lot of time because DotNet Nuke allowed us to re-use pages such as Request Types in different roles which gave us the flexibility to add a catalog, dealer access to data, submission of quotes and ordering. Previously this was all done through the antiquated phone-and-FAX method.*

Veltec is now looking forward to **adding a lot more functionality** to their implementation as dealers come up with their own “wish lists”. The wish list for dealers as well as in-house personnel includes:

- Archive invoices, order confirmation, order tracking, shipping
- Account Receivable aging, sales report, displaying UPS tracking numbers
- More extensive automated inquiry process, more self-service
- Potential **B2C** information as an outlet for close-outs, special products, special deals

*“Now that we have gotten the ‘bug’ of automating processes through e-commerce the imagination continues to supply more and more opportunities to service our dealers while decreasing the overhead burden of personnel involved in mundane, repetitive tasks!”*

Veltec is clearly just getting started in devising further applications for their “new toy”!

## **Comments on Veltec Project from IT IS AG**

Joerg (“Joe”) Lorenz is the founder/CEO of **IT IS AG**, headquartered in Munich, Germany. It is his company’s “Activigence Web Extensions” software linked to Microsoft Dynamics NAV which provided **Veltec** with their web-enabled solution. Joe commented from his Boulder, CO office about the **Veltec** implementation in particular:

*“Veltec Sports was a perfect fit for our “Activigence Web Extensions” solution. No other web-enabling NAV add-on could have possibly fit Chuck Dufour’s unique requirements. There are many solutions which can integrate “shopping cart” functionality into a NAV deployment. But IT IS has over a decade of development in strong back-office support. In particular, Veltec wanted to be able to have the ability to allow end-users to browse their product catalog (B2C) as well as an entirely different functionality to automate interactions with their extensive network of distributors (B2B). It is this back-office sophistication which other solutions could not offer.*

*Moreover, Chuck Dufour is typical of the trend of thinking in today’s IT departments. The old formula of having your vendor write custom code for a solution is no longer good enough for today’s consumer. They are increasingly unwilling to be captive to their software vendor for additions and changes. They want to be more self-sufficient. That’s where ‘Activigence Web Extensions’ excels. We can give our customers robust ‘out-o-the-box’ functionality which the user (IT department) can then deploy on their own with no further need of reliance upon their software vendor.”*

## Company Profile of IT IS AG

Joerg Lorenz founded **IT IS** in 1999 in an effort to become the cutting-edge leader in the growing internet-based universe. Prior to founding **IT IS** Joerg had spent several years in the marketing department of **Microsoft Germany** as media spokesperson, even sharing the same stage with Bill Gates! Joe comments:

*“That’s when we got involved with Navision software, then being offered by a progressive company based in Copenhagen, Denmark. Our web product was strongly dependent upon Navision during the early 90’s. When Microsoft purchased the rights to Navision in 2002, however, certain aspects of the original software did not carry over into the Microsoft version, so we continued to remain involved with Copenhagen as well as continuing with custom programming.*

*Ironically, Microsoft heard about what we were doing and we have been involved in joint development efforts. The Microsoft connection has now come full circle!*

*We settled on DotNetNuke (DNN) software for the web interface, an Open-source product, because it was Microsoft developed, is free, and is very commonly used. There is a lot of experience and knowledge within the DNN community. In fact there are approximately 800,000 programmers world-wide using the DNN platform!”*

### So what’s next for IT IS?

*“The future is in software as a commodity, but there is still a need for people with expertise and depth – like our company. There will be a lot more publishing to the internet – both internally and between companies. There will be a demand for worker mobility – accessing data remotely. We are doing this within the PC environment right now, but are keeping our eye on the ‘Smartphone’ solution as well.”*

**IT IS** is a Microsoft Gold Certified Partner and the “Activigence Web Extensions” product has passed the stringent requirements to become “Certified for MS Dynamics NAV”.

**IT IS** has offices in Munich, Germany; Boulder, Colorado; and India. They have 90 partners world-wide with more than 1,500 installations.