



BUREAU VERITAS ANALYSTS

LOAMS Web Application

ANALYSTS, INC. - A BUREAU VERITAS COMPANY is a global leader in lubricant analysis serving a broad spectrum of customers. Analysts pioneered many industry firsts such as equipment-specific test packages and per-sample maintenance recommendations. When the market shifted to web portals for submitting samples and delivering results, Analysts partnered with Simplica Corporation – a company specializing in web interfaces to LabWare - to become an online leader as well. The result: Bureau Veritas' world class Laboratory Oil Analysis Management System (LOAMS).

Analysts General Manager Cary Forgeron summarized the situation as follows: *"We were behind in the market in providing an on-line portal that customers could utilize to manage large data set. Our competitors had come out with client portals that offered more features and functions, and we were losing clients to them."*

Simplica immersed themselves in Analysts' business to identify the features that would help meet their customers' needs. The new solution was particularly challenging because Analysts' largest partners – including Castrol, John Deere and Komatsu – required the portal to have their own company branding. Rather than create a separate site for each partner, Simplica created a single portal that could be 'skinned' with the look and feel for each partner. *(continued)*



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Leveraging the Analysts' team and partners' insight, Simplica created an intuitive user experience to efficiently complete common sample management tasks while providing advanced graphing and analysis tools for power users.

Mr. Forgeron explained: *"During the development process, Simplica would participate in client demos, and solicit feedback on the functionality, making changes to make the application more user-friendly. The solution enhanced the delivery of data to our clients. We no longer, have to print and mail reports, and it has given our clients a wide range of tools to make informed business and maintenance decisions on their equipment."*

When the program launched, the Simplica team was there to ensure that Analysts and their partners were satisfied with the implementation. The team conducted user feedback sessions with key customers that steered revision efforts and ensured the application met customer needs.

The start-to-finish service that Simplica provided helped ensure that Analysts strengthened their relationships with their customers; a desired result that Mr. Forgeron acknowledged. *"I believe we not only met and exceeded our key client's expectations but were able to build a stronger relationship by working with Simplica."*

LOAMS has become a cornerstone of Analysts' service offering. The customers benefited by having a flexible application that adapts to customers' organizational structure and requirements, allowing them to customize their own oil analysis program components.

Mr. Forgeron would comment about Simplica to other companies with similar needs. *"I would recommend Simplica to my peers because they were able to help us take a complicated concept with multiple requirements, and develop it into an application that has allowed us to be more competitive in our industry and grow our business."*

When you have a need to create custom applications to suit your requirements and those of your customers, consider working with a company that has demonstrated ability to serve your customers and work with you as a partner—Simplica.

For more information on how Simplica can provide solutions for your business, visit simplica.com



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CARY FORGERON
General Manager, Analysts, Inc.

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