



A COMPUTING SOLUTION FOR MANAGING SMALL AND MEDIUM-SIZED ENTERPRISES



## CASE STUDY: CENTROMAN NORTE

### OVERVIEW

**Country:** Spain.

**Sector:** Maintenance and sales of forklifts.

**Client profile:** CENTROMAN NORTE specialises in goods handling, selling and hiring forklifts.

**Situation:** CENTROMAN NORTE decides to publish its offer of new and used machinery, news, catalogues and technical characteristics all online.

**Solution:** With **XML Process Customised ASP**, CENTROMAN NORTE can manage its news, offers and machine documentation online. All of the changes and updates are published in real time on its website. tiempo real en su página Web.

**Execution period:** 1 week.

#### Advantages:

- Standardising the publication of offers.
- Publishing the catalogue and technical characteristics on the Internet.
- Publishing and updating news at [www.centroman.net](http://www.centroman.net)

**“With XML Process we provide our clients with access to new and used machinery all on the Internet”.**

*Mr. Juan Bautista Varela. Manager of CENTROMAN NORTE.*

### CASE DESCRIPTION:

CENTROMAN NORTE has been offering complete goods handling services for 35 years.

The CENTROMAN NORTE website had not been updated in some time, so they studied the possibility of converting it into a website that published information quickly and simply in real time, while maintaining an attractive design.

With this in mind, we proposed using **XML PROCESS** as a back office system. And **XML PROCESS'** Web interface would be configured so that the website is capable of integrating the modules that correspond to the information online.

Now CENTROMAN NORTE has a website completely integrated with a management system. All the changes and updates made in **XML PROCESS** are instantly reflected on the website. They have complete control over the offers published and the availability of new and used machinery. The technical data, catalogues and machine's photographs are centrally stored in **XML PROCESS** and can be accessed from the website. Besides, it is possible to publish and update the website's news all from **XML PROCESS**.

The ASP solution allows for use of these characteristics via the Internet without the need for investments in infrastructures.