

Laminar Consulting Services, Inc. Takes Development a Step Beyond

The Challenge:

Real Source Partners provides a major resource of location data and competitor information for a national fitness chain. The very nature of its operation generated massive bits of information that grew progressively unmanageable. Demographic data, competitor information, photographic images, real estate data and notes were being compiled in a number of applications including Access, Excel, Word and more.

Not only was the data growing but it was from disparate systems and not always easy to consolidate into a useful picture. Most information was sent in from agents in the field who used a variety of communication methods and formats. The company tried without success to standardize the input.

As the company grew, the CEO realized that the company's survival depended upon a centralized, standardized system built upon a single database application.

"The solution delivered by Laminar Consulting far exceeded my expectations. Our old system of collecting and maintaining data had grown out of control. We needed an application that would centralize our data.

Laminar Consulting understood our operation and work flow requirements very well and modeled their development directly to our needs. Then, they suggested and compiled enhancements that elevated their the solution beyond my dreams. With easy access to our data, our operational efficiency has more than doubled."

John Kalamaras, President
Real Source Partners, Inc.



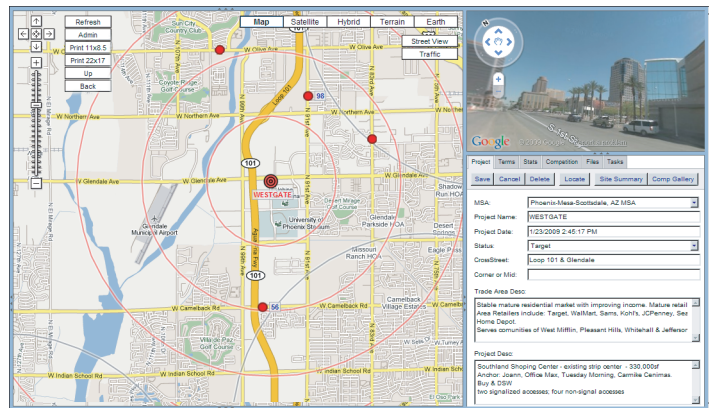
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The Solution:

Laminar Consulting Services Inc. met with the owner of Real Source Partners and proposed a solution to resolve the immediate dilemma. All the data in the various existing databases would be consolidated into a SQL Server 2008 database accessed through a simple web-based interface (built in .Net 3.5 SP1). Not only would this simplify the day to day utility, but it offered an added benefit. A SQL database provides a stable platform, and one that would outperform the existing Excel and Access databases.

Mapping Data Visualization Tool:

The work on the database conversion was accomplished within two months. But after a short trial period, Real Source Partners realized that the daily use of the application would be greatly enhanced with the ability to display the information on a U.S. map. This would provide a better visualization of the various data elements as they relate to market areas throughout the United States.



Dynamic data display using Google Maps.

Laminar Consulting began the second phase of development, but then proposed a further enhancement; rather than uploading data to a static map, why not make use of dynamic data displayed on browser integrated Google Maps? A dynamic map would automatically upload and display new information plus provide an easy method to edit the existing information.

Laminar Consulting completed the final phase of the development within only a few



months. The application coupled with the web-based interface gives access to anyone in the field for uploads and edits. And, the single entry process standardizes the format of all data and decreases entry errors.

The Results:

The developers at Laminar Consulting delivered a dynamic solution to Real Source Partners that consolidates their information into a single, secure SQL database. The data format is now standardized and entry errors are reduced. Operations has real time information on all the locations and

projects. Field personnel can input data in real time through a simple web interface. And, their client has easy access to location information through the web-based interactive map.

With the help of Laminar Consulting, Real Source Partners can comfortably expand their operations with regional managers and added staff. But, more importantly, they will provide a greatly enhanced service to their client.