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August Teller inc



ATI: Customization for Niche Markets Breeds Success By Elisabeth Monaghan

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oftware application developer Dave Landgrebe has a knack for uncovering niche markets overlooked by other developers. Through cultivation of applications for these markets, Landgrebe built a reputable company, August Teller, Inc. (ATI). His solutions serve an impressive user base, including BP, Chevron, Mobil, the United States Air Force, the Pentagon, and others. Considering that ATI is a small firm, operating in an environment dominated by mega corporations, Landgrebe has clearly developed a winning formula.

Nearly all opportunities come to ATI by referrals. This is because Landgrebe established a reputation for finding effective ways to develop software and procedures that meet each unique situation and its specific set of requirements. ATI often resolves problems for prospects that are frustrated with inadequate applications, which someone else developed. Regardless of the source of a project, ATI works closely with each client to ensure that the software it delivers consistently meets the defined objectives.

To develop a wide range of software solutions, ATI relies upon BASIS Visual PRO/5® and BBj®. "BASIS products provide a comprehensive set of tools for developing browser-based applications quickly," explains Landgrebe. "The language structure is strong and flexible, the database is solid, the development process is fast, and the support is stable and trouble-free." According to Landgrebe, Visual PRO/5 and BBj provided the foundation for VIP20/20, a set of browser-based visitor processing applications. Due to a series of successful implementations, word of VIP20/20 spread through the U.S. military to a host of interests in Washington, DC, and then to the related international community.

Figure 1. Sample screen capture of ATI's VIP 20/20 Tour Control System Module Visitor Pass.

Figure 2. Sample screen capture of ATI's VIP 20/20 Tour Control System Module Day Schedule.



When the Pentagon requested alternatives for a visitor control system, the contractor managing the government implementations of VIP20/20 asked ATI about their application. ATI used Visual PRO/5 to adapt VIP20/20 modules to support the visitor management and building tour processes for the Pentagon. "For the Pentagon, we determined that the BASIS language products would allow us to address their full set of objectives in context with reduced costs through rapid development," Landgrebe says. "This was reinforced by BASIS's proven history of unerring stability in a Windows setting. Stability and flexibility ultimately determine a product's success."

Figure 3. Person Search Module from ATI's VIP 20/20 application.



Figure 4. Escorted Visitor Registration Module from ATI's VIP 20/20 application.



Figure 5. Edit Sponsor Master Module from ATI's VIP 20/20 application.

The screenshot displays the VIP20/20 software interface. At the top, there are navigation buttons: "Exit Sponsor Master", "CHOOSE ANOTHER SPONSOR", and "EXIT TO LOBBY". The main area is divided into several sections:

- Sponsor Address Information:** Includes fields for Last Name (Landgrebe), First Name (Lore), Address 1 (1234 Big Street), Address 2, City (Houston), State, Post/Zip (77001), Country, and Organization (CCCCCCCC).
- Sponsor Identification:** Includes Primary/ID#, ID (State / #) (TX-456789), CAC, Fax, Mfg. Street, Other, Phone 1 (800-234-5678), and Phone 2.
- Other Sponsor Information:** Includes Mfg. Street, Branch (N/A), Area, Sponsor Log#, and Sponsor Print.
- Comments:** A text area for additional notes.
- Register Vehicle:** Fields for Plate, Type, and License.
- Current Order List:** A table with columns: Order Name, Date Expiration, Registration, State, and Status.

The "Current Order List" table contains the following data:

Order Name	Date Expiration	Registration	State	Status
Landgrebe, Steve	22-Jul-10-Aug-02	Local	Local	No Show
Landgrebe, Steve	15-Jun-02	Resident/Non	Local	15-Jun-02 @ 10:02
Landgrebe, Lore	05-Nov-19-Dec-02	Non	Local	No Show
Landgrebe, Mark	02-Nov-19-Dec-02	Non	Local	No Show
Landgrebe, Mark	25-Jul-10-Aug-02	Alaska	Local	No Show
Landgrebe, Mark	25-Jul-08-Aug-02	Coastal	Local	No Show
Watts, Teresa	24-Jul-08-Aug-02	Local	Local	No Show
Russell, Greg	20-Jul-08-Aug-02	Local	Local	No Show

At the bottom, there are buttons for "SUPPORT ALL SPONSOR INFO" and a navigation bar with "SCHEDULED", "SCHEDULED", "HISTORY", "HISTORY", and "PRINT" options.

Currently, ATI is refining a license plate recognition system for yet another government agency. For over a year and a half, the vendor on this project had wrestled with the existing implementation. Aware of the successes with the VIP20/20 systems, the government contractor managing that project for the agency recommended ATI. As a result, ATI is designing a solution that will give them the functionality and reliability they need.

After reviewing the state of the existing system, Landgrebe selected BBJ and Web-based applications. BBJ's tremendous power and Web characteristics, combined with the flexible, multitasking display benefits offered by browser applications, allowed ATI to turn what was a troublesome, inferior application into a tight, stable system that reads license plates as cars pass through security checkpoints. ATI's methods direct the security application to manage multiple checkpoints simultaneously from a single workstation, with alerts for vehicle wheel configuration (or bogies).

Landgrebe asserts the importance of watching for opportunities and recognizing situations that need reliable solutions, even when the underlying benefits of automating a procedure are not always apparent. By responding to these needs quickly with creativity and versatility, Landgrebe built a strong reputation for himself, ATI, and his applications. As he continues to customize and develop innovative systems, Landgrebe keeps his eye out for new markets, convinced that if there is a software system that requires extended functionality, or if someone desires an application that involves a challenging list of specifications, he will figure out a way to meet their needs.

For more information on August Tellar, Inc., visit www.tellar.com.

