

Lely choose ComActivity as supplier of Business platform for improving franchise sales and co-operation

Netherlands based Lely, a world-leading manufacturer of innovative equipment for the cattle sector, including the Astronaut® robotic milking system, has after a thorough evaluation chosen ComActivity as supplier of a new platform for supporting sales and co-operation with Lely's franchisees.

"While Lely grows we prepare to meet the ever-increasing demands as they arise. To support our continuous expanding franchise network of partners in their continuous improvement efforts we will provide them with new process automation tools, enabling them to streamline their work and to help them providing state of the art service to customers"

Eduard Meijer, Manager Franchise & New Business at Lely and in charge of the purchase, says "ComActivity will help us to achieve this goal and we expect a quick return in a short period of time.

By utilizing modern technology, ComActivity has demonstrated their ability to design business solutions and processes in combination with integration easiness not experienced before. As a whole they provide usability, business-responsive and flexibility that is ever essential in our fast changing business."

Eduard Meijer continues to say "An other factor behind our choice is the demonstrated adapting speed enabling us to scale and optimize our business in markets with different conditions and requirements".

"It is a very challenging solution that sets a new standard for process automation and on-line services and we are proud and satisfied to be trusted with this project" ascertains Peter Björkman, Founder of ComActivity, and continues: "We regard this as another confirmation that leading companies are investing in solutions that puts their business and needs in focus"

The whole solution, will be produced step by step in conjunctions with Lely, with the first go-live during summer 2008.

We at Lely are committed to help cattle farmers ahead of market circumstances and to improve their financial and social wellbeing. For nearly 60 years Lely has been a synonym to providing products, services and solutions that are relevant and meaningful to cattle farmers, simply because they have been specifically designed to meet their needs. As a result, Lely is the uncontested market leader in sales and servicing of automated milking systems and holds a strong position in the grassland machinery business. The company is active in well over 40 countries worldwide and employs over 1100 people. Annual revenue amounts to appr € 250 million.

<http://www.lely.com>

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Facts about ComActivity AB

ComActivity offers business software solutions for the new technological era. Usability, visual processes and unparalleled flexibility resulting in greater efficiency. Standard applications are offered to industries in the manufacturing, distribution and maintenance. ComActivity provides improvements to business processes step by step instead of having a "big bang". Less risk, rapid return on investment and the right functionality has convinced more than 100 medium to large companies to benefit from ComActivity's lean software solutions. Many of the customers work with business systems M3/Movex, ASW, and PRMS. ComActivity was funded by leading Scandinavian venture capitalists. Our team includes some of the most successful and experienced business systems experts. We are a global company with partners in 15 countries in Europe, America, Asia and Australia. www.comactivity.net