
The goal: Expand an existing market more than tenfold by extending their product's XML document automation to handle ASCII streams.

Why they selected DataDirect: The DataDirect XML Converters accurately transformed ASCII streams to XML at high volume and could easily embed into the Kleinmundo Datalenz product.

Business benefits: Expanded the market for Kleinmundo's offering by a factor of more than 10; the DataDirect licensing agreement was favorable to the Kleinmundo business model.

Technical benefits: Error-free XML conversion; easy development in .NET; no additional servers to deploy and maintain.

Technical environment: .NET development; financial systems generating ASCII streams; document generation into standard formats such as Microsoft Office documents, Adobe PDFs, etc.

"DataDirect Technologies worked with us to craft a deal that fit perfectly with our business needs"

Patrick Langlais
President
Kleinmundo
www.kleinmundo.com

For more information, visit:
www.datadirect.com

Company Background: Serving the Legal Community

Kleinmundo provides advanced products and services to the U.S. legal market intended to solve challenges with collecting and distributing critical business information such as reporting data, billing data, and attorney performance data. The company combines cutting-edge technology solutions with superior and committed customer service to help legal firms effectively harness technology in achieving success.

The Challenge: Answering the Needs of the Legal Market

Seeing a market need for better performing data transformation and automation technology and services for the legal industry, Kleinmundo set out to create a technology platform that could work in collaboration with existing systems to quickly transform raw data files into useable document such as reports and invoices.

Datalenz from Kleinmundo manages the collection, reorganization, conversion and distribution of data coming from various sources of output – typically a law firm's financial system – to generate business documentation in standard office formats such as spreadsheets, text files and HTML. These documents can then be distributed to designated network locations or to personnel via e-mail. During the initial rollout of the product, Datalenz was first introduced to about 60 clients within North America using XML feeds as the incoming source stream on a next-generation billing and accounting system. However, Kleinmundo quickly discovered that a far greater market opportunity existed if Datalenz could also support older systems using ASCII feeds. To satisfy the larger market opportunity, Kleinmundo needed to ensure its Datalenz product could also read ASCII feeds.

The Solution: Licensed to Go

The search was on for a third-party solution that could convert ASCII files into XML, could be easily embedded into the Datalenz application and had a proven reputation for high performance.

Mark Brubacher, CTO of Kleinmundo shares, "The Datalenz product is superfast; we sought a conversion technology that could effortlessly support large and complex billing needs without hindering processing speeds."

Kleinmundo evaluated a number of solutions on the market, running multiple tests on various offerings. In addition to superior performance, the product needed to easily integrate with Kleinmundo's existing architecture and not run on a server of its own.

Company president Patrick Langlais also relates that the flexible pricing offered by DataDirect was a positive experience.

"We're a fairly new company, and flexible licensing was critical to our success," he notes. "We sought a technology partner that understood and could work within the structure of our business model."

Kleinmundo quickly narrowed the search to DataDirect XML Converters from DataDirect Technologies. The high-performance .NET and Java components provide bi-directional, programmatic access to virtually any non-XML file (EDI, flat files, ASCII, etc.). The DataDirect XML Converters can automatically transform thousands of ASCII file formats to XML with no development required. In addition, DataDirect XML Converters were entirely embeddable into the Datalenz processing component without needing additional servers that would complicate data flow and extend maintenance requirements.

"From the get-go, everyone in the DataDirect organization has been extremely knowledgeable and willing to help Kleinmundo achieve its goals," shared Langlais. "This includes developing a deal that would work perfectly with our business model."

The Results: From Hours to Seconds

With the DataDirect DIS in place, Kleinmundo's technology is now available to a much broader market.

"From a business win standpoint, inserting the DataDirect XML Converters in our product increased our market by a factor of 10," Langlais reports.

Kleinmundo's customers benefit from the lightening-fast processing speeds the software brings to document automation. In some instances, files that were once too large to automate and required days of manually coding can now be generated in just minutes.

Kleinmundo considers customer service as one of the major values provided to its clients and was delighted to experience the same level of support and service from DataDirect Technologies.

"We're extreme about customer service," he says. "It's absolutely critical that we get excellent customer service from our technology partners, because that's something that can make or break our own ability to provide the level of service we give our customers. From environment set-up to best practices, DataDirect delivered support in a timely and helpful manner. I would recommend DataDirect Technologies without hesitation."