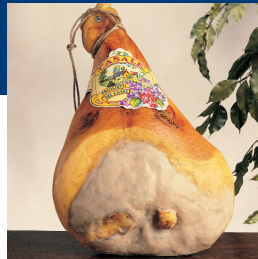


CASALE ham – worldwide



CASALE, producer of connoisseur Parma ham, has successfully established its brand in the global marketplace. The sustained growth and geographical expansion of CASALE's business is supported by production and business applications that rely on or interface with the Eloquence database environment.

Over the years, Eloquence has provided CASALE with continuity and cost effectiveness across a number of operating system and hardware platforms. Today, CASALE runs Eloquence in a multi-server environment on Linux.

About CASALE SpA

Based in Parma, capital of Italy's legendary ham, CASALE is part of the SASSI group. CASALE has a strong market presence in Italy and exports its products to countries around the globe. Key markets include Germany, France, the United States, Canada, Japan and Russia.
www.casale.pr.it

About ADS Sistemi

ADS Sistemi srl was founded in 1999 by IT professionals who draw on more than 25 years of industry experience. Headquartered in Parma, ADS Sistemi specializes in the development and implementation of custom applications designed for flexibility, adaptability and ease of maintenance. The company provides comprehensive consulting and support services to customers across northern Italy.

The clientele of ADS Sistemi includes companies in a wide range of industries, including oil and gas distribution, manufacturing, trading, and industrial maintenance.
www.adssistemi.it

Traditional ham, modern technologies

CASALE SpA., part of the Sassi F.lli group, ranks among the big players in the traditional Parma ham and Italian raw ham processing and curing industry.

Boneless, with bone or sliced: CASALE processes, cures, packages and distributes its pork products with the help of a range of applications that have evolved in pace with the company's growing market presence. Tuned to the specific requirements of CASALE, these applications draw on the scalability and versatility of the Eloquence database environment.

Key benefits

Challenge

- Building a robust and low-overhead application environment capable of evolving in pace with growth and change

Solution

- Eloquence development and runtime solution
- Eloquence based applications – developed, supported and maintained by ADS Sistemi

Benefits achieved

- Cost-effective application platform
- Ensured scalability
- Investment protection

IT environment supports business evolution

"What our management likes about Eloquence is its investment protection: Eloquence supports progress without any major disruption of day-to-day operations. For more than two decades, Eloquence has kept pace with our changing needs. Our IT infrastructure has grown from a single server with a small number of clients to a multi-server environment with dozens of clients distributed across multiple sites. Eloquence provides the flexibility, reliability and development capabilities that CASALE's business demands," notes Dr. Annalisa Sassi, IT Manager, Sassi Fratelli S.p.A.

Bringing it all together

The migration from TurboIMAGE to Eloquence was completed without any impact on the business operations of CASALE. Eloquence soon proved its worth in the company's ever-changing IT infrastructure.

"The migration of Eloquence and the associated databases to other, more advanced platforms that come on-stream is a smooth and easily repeated process. The impact on ongoing operations is negligible. Whenever the need arises, Eloquence can be scaled up in pace with CASALE's growing requirements," says Roberto Gabbi, Chief Executive of ADS Sistemi, CASALE's IT solution provider of choice.

Applications as diverse as ham curing process monitoring, production control, packaging and standard business administration are integrated with the Eloquence database environment. Today, CASALE's Eloquence installation runs on a Linux server that provides the required levels of performance, reliability and cost effectiveness.

For more information on Eloquence contact:

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