Progress® OpenEdge®

ASA Automotive Systems Delivers Innovative, Scalable and Reliable Solutions with the Progress OpenEdge Database

CASE STUDY

INDUSTRY

Automotive

PRODUCT

Progress® OpenEdge®

SUMMARY

ASA Automotive Systems has relied on the Progress® OpenEdge® Relational Database Management System (RDBMS) for over 30 years to deliver scalable, reliable and innovative solutions for the tire and automotive industry. The OpenEdge database offers ease of installation and maintenance, allowing ASA professionals to support enterprise customers and thousands of users. The flexibility of the OpenEdge database empowers ASA to evolve its enterprise software TireMaster Enterprise across platforms and channels, including SaaS, cloud and mobile. And because OpenEdge can easily scale to accommodate thousands of users with rapid response times, ASA can support the needs of small to enterprise-level customers while maintaining high-performance levels.

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>
> **Jeff Manseau**
> Database Manager, ASA

Challenge

ASA specializes in developing comprehensive systems tailored to the needs of tire dealers and auto repair shops across retail, commercial, wholesale and re-treading sectors. These systems are designed to efficiently manage all aspects of their business operations. As a leading technology provider to the tire and automotive industry, ASA is committed to maintaining innovative practices to meet evolving customer requirements and preserve its market position. To do this, they need to deliver solutions that are scalable and easy to manage by their customers.

Solution

For over 30 years, Progress has played a role in ASA's ongoing technology strategy. Built on the OpenEdge database, ASA's flagship TireMaster Enterprise is designed to improve productivity, revenue and overall customer and employee satisfaction for tire dealers. TireMaster Enterprise uses the Progress OpenEdge database technologies to provide unparalleled ease of use, data access and integration with third-party applications. ASA also offers its customers the option of using Progress® OpenEdge® Pro2™ for data replication to provide near real-time data protection and minimal disruption in the event of unplanned downtime or disaster.

"I've witnessed firsthand the transformative power of the Progress OpenEdge database. Its unmatched flexibility has empowered ASA to adapt swiftly to the evolving needs of our customers in the tire and automotive industry," said Ashley Hopkins, ASA's Enterprise Products Director.

Working at ASA for over 28 years, Jeff Manseau, Database Administrator for ASA Automotive Systems, understands how the OpenEdge database has continued to support and evolve with ASA over the years. "Just like ASA's commitment to innovation, OpenEdge continually evolves to meet market trends and exceed customer expectations. Over the years and across various versions, OpenEdge has remained a steadfast foundation for our solutions, offering unparalleled scalability and reliability.... With Progress, we are confident in our ability to deliver robust solutions that stand the test of time."

Manseau says the OpenEdge database does not require a significant level of experience or training. "Progress OpenEdge has been an indispensable asset for ASA in delivering seamless solutions to our valued customers. Its effortless installation process and self-sustaining functionality make it a cornerstone of our operations.... Over the decades, we have been able to deploy and manage numerous installations, some spanning 250+ locations and thousands

of users, Progress OpenEdge has proven itself as a reliable partner in our mission.... With Progress, we can confidently devote our attention to our core offerings, knowing that our database infrastructure is in capable hands."

One competitive differentiator for ASA, explains Manseau, is its ability to cater to the needs of its customers despite their size or structure. "At ASA, we pride ourselves on delivering scalable solutions that cater to the diverse needs of our customers. With Progress OpenEdge as our underlying database, we ensure that whether our clients operate a single store with a handful of users or manage hundreds of locations with thousands of users, our solutions can effortlessly scale to meet their evolving needs. The inherent scalability of Progress OpenEdge not only guarantees flexibility but also maintains the highest performance levels, providing our customers with the reliability and performance they expect from ASA solutions."

Results

ASA and Progress share a similar philosophy and dedication to innovation. "At ASA, we are aligned with Progress's forward-thinking ethos, consistently exploring avenues to drive our solution and propel our customers toward success. Progress OpenEdge stands as a testament to agility, enabling us to seamlessly advance our development initiatives without compromising the integrity of our solution's core," Hopkins said.

Manseau says one of the most significant benefits of Progress OpenEdge is its flexibility. "Our developers' primary focus is on evolving our solutions to meet the dynamic needs of our customers. Their time and energy cannot afford to be spent wrestling with database limitations. Fortunately, with Progress OpenEdge, we've never encountered such constraints. OpenEdge seamlessly accommodates our plans, allowing us the freedom to integrate with any third-party applications or interfaces effortlessly. This unparalleled flexibility enables us to continually enhance our product, adapt our interfaces, and introduce new features without hesitation."

Hopkins concludes, "Throughout the years, Progress has consistently supported us in every possible manner, whether it's by addressing our inquiries or providing insightful advice on optimizing our solution and maximizing the benefits of OpenEdge. I have full confidence that the dedicated team at Progress is committed to ensuring our success and propelling our business forward."

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> **Ashley Hopkins**, Enterprise Products Director, ASA

About ASA

ASA Automotive Systems, Inc., with offices in Idaho, Illinois and New Hampshire, is the leading provider of software to independent tire dealers and automotive service providers, serving retail, wholesale, commercial and retreading enterprises. ASA offers "All-in-One" point-of-sale, accounting and inventory software, helping businesses improve operations, reduce costs and increase profitability. It also offers digital tools to engage and drive traffic to dealer operations. www.asaauto.com

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