

“I have had no worries in managing the database and it has been rock solid for us. There has been no loss of data or decrease in speed due to increased size of the tables. CAM's updating routines appear to work well and the integrity of the database is good. The look-ups using the SQLBASE indexes are fast.”

Robert Rovins  
Beacon Cycling & Fitness



## Rock Solid Embedded Database

**ORGANIZATION PROFILE** CAM Commerce Solutions (CAM), founded in 1983, designs, develops, markets, and services inventory management, point of sale, and accounting systems for retailers, E-tailers and other inventory-intensive businesses. CAM offers a wide variety of products and services that address the automation needs of retailers, providing “one source solution” for the smaller retailer.

With approximately 200 employees, CAM offers software, hardware, installation, training, credit card processing services, e-commerce hosting, eBay auction management, and more. CAM offers its products on direct sales and service basis with offices throughout the United States. With more than 12,000 customers, CAM currently serves customers such as the Staples Center, the Boy Scouts of America and the Bengal Tigers. CAM provides services to the retail arm of these organizations that typically do not have an IT staff to administer a database or maintain the hardware.

**PROBLEM** For small to medium sized retailers, it is uncommon to employ dedicated IT personnel to administer and maintain a software solution. CAM identified a need for an embedded database that meets the requirements of front office and back-office integration, offering the lowest TCO.

**SOLUTION** CAM's solution embeds SQLBase for relational performance and true invisibility. The deployed solution solves the need for IT staff to administer and maintain the system, because of SQLBase's zero-administration capabilities.

### BENEFITS

- SQLBase provides a *true relational database* management system with open connectivity from any development tool.
- *Seamless integration* of SQLBase with the application offers true invisibility.
- SQLBase's *zero-administration* features reduce TCO.

**HIGHLIGHTS** CAM chose to build their Point of Sale and Inventory Management solution using Team Developer and SQLBase because of Team Developer's COM+ support and SQLBase's transparency and ease of administration.

CAM Commerce Solutions uses SQLBase for a truly zero-administration solution for its customer base, which has helped them dramatically reduce support and maintenance costs of its solution. By using SQLBase, CAM provides reliable software with an invisible and self-administrating database that is easy to maintain and upgrade.

Another issue facing retailers is that the retail solutions currently on the market do not offer the tight integration of the front office and back-office application. By using SQLBase, CAM Commerce is the leader in their space providing a “one source solution.” CAM's goal is to provide a simple, affordable and powerful “end-to-end” commerce solution for traditional as well as Web retailers to manage their businesses. In essence, a “total” solution for all primary business functions

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from one supplier without third party interfaces or links. This includes managing inventory, processing sales orders, point of sale, a seamlessly integrated Web storefront and truly integrated accounting as an option.

CAM Commerce uses SQLBase for its core product family including CAM32, Retail STAR® and i.STAR. Retail STAR is the latest in POS and Inventory Management technology for multi-user or multi-store retailers. Retail STAR offers the soft goods, gift, and specialty retailer the very latest in Windows technology and application strength for retail automation. The client/server approach, along with SQLBase, offers the retailer a system and database that is highly scalable, secure, recoverable and very fast. It also has the highest degree of data integrity built into it. With the built-in database replication tools, Retail STAR is ideal for multiple store retailers who wish to share all or large amounts of data between different locations.

CAM's i.STAR is the total e-commerce software which provides a seamless Internet storefront solution to the Retail STAR software system for small to medium-sized retailers. When combined with the back office Retail STAR software, i.STAR gives the retailer an "end-to-end" solution for traditional as well as on-line retailing. i.STAR and Retail STAR allow the retailer to create a shared shopping experience for the customer by integrating the "on-line" shopping experience with the brick and mortar operations.

CAM32 offers the hard goods multi-store retailers numerous features to help manage inventory in a way that is meaningful to them. This software has been specifically designed to maximize the performance of inventory investment. CAM32 provides the many benefits that Windows programming technology and client server databases like SQLBase have to offer retailers.

One of CAM's customers, Beacon Cycling and Fitness, is extremely pleased with the end-to-end solution provided by CAM32 and SQLBase. Beacon Cycling and Fitness is a small to medium sized business with four retail locations and one remote warehouse. The automated tasks run "Optimize" and "Unload" (backup of the entire DB tables, programs and control files) on a daily basis. SQLBase offers the performance and transparency required for Beacon Cycling and Fitness.

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