

# Parasol Systems to Market in Merry Ole England

Parasol Systems, Inc. is expanding its market area to include the United Kingdom after many years as a successful developer of chemical manufacturing and distribution turnkey computer systems in the United States.

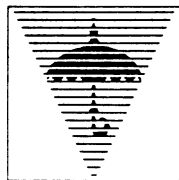
This move into the United Kingdom serves as Parasol's first step into the world market and reflects the company's phenomenal growth in its small, niche market.

Parasol began in 1978 as a St. Louis, Missouri business software provider and for nine years the company sold software on Basic Four products. During this period, Parasol also sold prepackaged software programs to chemical manufacturing and distribution companies. While working with these chemical companies, Ron Kramer and Del Smith, co-founders of Parasol, realized that these chemical companies had very specific hardware and software needs not being addressed in the marketplace.

In 1987 Kramer and Smith decided to fill this gap in the software market by writing their own applications for small to mid-sized chemical companies. Their first programs were written in BB<sup>x</sup> for a UNIX operating system and the company now uses the BASIS application development tool,

TAOS, for its software development. According to Ron Kramer, current President of Parasol, TAOS has helped Parasol create the highly specialized software programs its customers require: "...TAOS is an interactive package that allows us to develop with 4GL. It gives us the 4GL benefit of a shorter application development time without having to entirely rewrite all of our programs into a new language."

The company offers complete vertical systems, comprised of the IBM RS/6000 hardware platform, and their own unique software package, PRO.CHEM, to chemical companies throughout the US. Robert Kramer, Director of Sales and Marketing, explains,



**PARASOL  
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"Parasol is an IBM Business Partner and the single source of responsibility for all of our products. We are the first level diagnostic resource for any problem our customers might have. We also provide all the training and support as well as hardware and software maintenance. We cover everything. The programs take care of accounting, distribution, environmental, and manufacturing...it produces the MSDS (Material Safety Data Sheets) required by the government...and it tracks the entire process from raw materials to the final product."

This kind of turnkey system requires intensive customer

service. For Ron Kramer, President, having knowledgeable employees has been the keystone to the company's strong customer service reputation: "You have to have your feet planted on the earth and make sure you have good people in technical support and consultants that can explain new techniques to anyone, including company presidents."

Parasol is planning to export their expertise in turnkey chemical distribution and manufacturing computer systems to the world, beginning with the UK.

According to Ron Kramer "We are starting in the UK because of the lack of a language barrier and our knowledge of England. There is also the fact that many of the companies we work with in the United States are British owned. In pursuit of this new market, Parasol is looking for partners in the UK that can provide the level of service and technical support the company now offers in the United States."

After establishing the PRO.CHEM product in England, Parasol looks forward to expanding into the world market. Ron Kramer believes the future for Parasol in the international market is bright: "There is a global demand for the products we provide and we expect that in five years we will have distributors all over the world."

**For more information, please contact**

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