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## THE ECONOMIC WEEK

### THE MAIN GIRONA-BASED COMPANIES

1 Soft Sistema has devised touch-based computer programs, which it exports worldwide

This Girona-based company began developing initiatives for bakeries and pastry shops in 1996

MÓNICA CABRUJA / Girona · 1 Soft Tecnosistema (1st Sistema) is a company from Girona that stands out for its contribution in the field of IT innovations. Its initiatives, developed through touch screens, have crossed borders worldwide. The programs, initially aimed at pastry shops and bakeries, have expanded into the world of food service in general, large retail outlets, fast-food establishments, shoe stores, sports shops, and, more recently, car dealerships. 1st Sistema, which develops software for various sectors, is gaining increasing recognition on the international stage.

The commercial director, Xavier Lidón, with one of the company's touch-screen computer systems. / EUDALD PICAS

1 Soft Tecnosistema was born out of a packaging company established in 1988, whose clients included large retail outlets, industrial companies, pastry shops, and bakeries throughout the country. Within that firm, a research and development department was created, which in 1996 devised a computer system initially aimed at pastry shops and bakeries. According to the commercial director, Xavier Lidón, the starting point was to replace cash registers with point-of-sale terminals in order to computerize businesses. A touch-based application was considered because it significantly reduces the learning curve. In 1998, the new system began being marketed, and it was very well received. In 1999, the company was awarded the Gold Innovation Prize at Tecnoalimentària for presenting this product, and began distributing it in Italy. 1 Soft Tecnosistema became an IBM business partner (software development), and in 2001, IBM awarded the company a prize in the United States for the best software in the MA region (Southern Europe, Middle East, and Africa).

From that point on, it began offering integrated hardware and software solutions to small and medium-sized companies. That same year, in 2001, versions of the pastry and bakery program were developed for other sectors, such as fast-food establishments, restaurants, ice cream shops, home delivery services, fashion and accessories, shoe stores, and sporting goods.

The Pocket and the Car-Auto

- The Pocket, for remote ordering – mainly in restaurants – is one of the company's latest systems. It is used to input orders electronically and send them directly to the kitchen. Another system launched recently is the Car-Auto, which enables customers to create their own budget. These systems are aimed at fast-food establishments and car dealerships, respectively.