

## Better market intelligence

To enable comprehensive market intelligence in the South African pome, stone and citrus industries, all data from QXprophet users will become part of the Deciduous Fruit Producers' Trust's Electronic Data Interchange project.

The DFPT implemented the electronic data flow project in April 2007, concentrating on shipment data to the PPECB. From there, it was made available to the DFPT and the Citrus Growers Association to package as market intelligence. This year, the flow of shipment data will be improved and will include inspection data. According to an EDI circular, the process has added much value in making real time industry marketing intelligence available to all industry role players.



## Making our mark

While Prophet SA is again exhibiting at the allFresh! conference and expo at the Cape Town International Convention Centre on 17 and 18 September this year, Prophet UK was the main sponsor of the prestigious Re:refresh Conference 2008 in London.



allFresh! 2008 will be focusing on the future of the fresh fruit and vegetable industry over the next five years. With its suite of least cost to operate supply chain software designed with industry specific know-how for the fresh produce industry, Prophet SA is bound to make an impression at this important forum.



The theme of the Re:refresh 2008 Conference on 8 May was *Moving the Organic Goalposts*, where speakers delved into the myths, mysteries and truths that exist in producing and marketing organic fresh produce. As main sponsor, Prophet UK gained significant exposure at this leading event on the produce industry's calendar.

## Sharper and sleeker

Prophet's flagship ERP product, Pr2, is evolving continually. And the good news is that during the next few months, extensive planning will be done to ensure that the development of Pr3 starts on a solid foundation.

Said director JD van Wyk, "In the years to come, Pr3 will be a sleeker product and more evolved than Pr2. Current

clients will be upgraded gradually to this version, which will incorporate the



latest technologies. It's important to note that upgrading will be done without

changing the user's experience of the software. This will ensure a smooth transition."

The software caters for organisations that require a multi-user, real time fully configurable and fully integrated Microsoft-based solution for sales and procurement, warehouse inventory management, production control, materials and resource planning, quality assurance and financial accounting.

## A key event coming up soon

In September, the fifth annual QXprophet User Conference will be held and all Prophet SA clients will be invited to attend. The conference has

become a key event for exchanging ideas and information on QXprophet, the powerful pre-built turnkey solution. Users include: Cape Five, Freshworld, Goede Hoop Vrugte, Le Roux Group, Safpro and SRCC.

Anyone who hasn't been exposed to this functional program is welcome

to attend. Please contact Ashley Immelman on 021 8529521, or [ashleyi@prophetize.co.za](mailto:ashleyi@prophetize.co.za).



Structured Query Language, better known as SQL (pronounced 'ess-que-el') is a powerful, non-procedural language used for retrieving or modifying database data. The original version called SEQUEL (Structured English Query Language) was designed by an IBM research centre in 1974, while SQL was first introduced as a commercial database system in 1979 by Oracle Corporation.

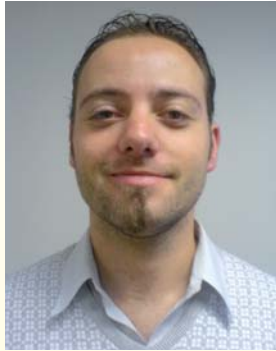
Unlike other languages such as C and Pascal, SQL doesn't have any flow-of-control constructs such as if-then-else, do-while, function definitions and so forth. Furthermore, SQL only has a fixed set of data types. In other words, you can't create your own data types as you would with other programming languages.

For database management systems running on minicomputer and mainframe, SQL has been the favourite query language. However, SQL is being supported by PC database systems because it supports distributed databases (databases spread out over several computer systems). This enables several users on a local area network to access the same database simultaneously. It's said to be the standard language for relational database management systems.

SQL statements are used for tasks such as updating or retrieving database data. Some common relational database management systems that use SQL are: Oracle, Sybase, Microsoft SQL Server, Access, Ingress, etc. Although most database systems use SQL, most also have their own individual proprietary extensions. But, the standard SQL commands such as 'Select', 'Insert', 'Update', 'Delete', 'Create' and 'Drop' can be used to accomplish almost everything that needs to be done with a database.

# The hype on SQL

by Theo Jacobs



**Tables** - Each column is referred to as a field, while each value in a field represents a single data type. For example: name, city and province. The table will consist of three columns, one for each. And in every row, the name field contains the name, the city field the city and the province field the province.

**Records** - The data within a file are organised into structured groups of related elements called records. For example, a record describing an individual aircraft might be composed of the data elements: 'identifying

the example above, 'identifying number', etc, each represents an individual field of the aircraft record.

**Data Types** - Data to be held within each field of a given record will possess certain characteristics in terms of size (length measured in characters or digits) and type (numeric, alphabetic, dates, etc). Each field of a record is allocated a particular data type which describes the permissible characteristics of the data to be held by the field and further indicates the operations range for the field.

**Keys** - A key is a field or combination of fields used to identify a record. When a key uniquely identifies a record, it's called the 'primary key'. Continuing with the example of the aircraft record, if a given value of the field 'identifying number' identifies an individual aircraft, then it could serve as the primary key.

Other fields such as 'manufacturer' for example, could also serve as alternative keys (secondary keys) by which a set of records (eg all aircraft from a particular manufacturer) could be identified.

SQL has become an industry standard for retrieving data from a data warehouse or storage facility. It's very powerful in that if you see the data, you can query it. Doing data manipulation also has been made easier because a set of data can be retrieved and all related fields or records can be updated simultaneously.

Furthermore, SQL enables the data to be centralised and from there it can be accessed by several resources simultaneously, be it from the server storing the data, over LAN or even remotely

with a RDP connection. There are several SQL versions, but they all work on the same principle with more or less the same syntax for accessing and manipulating data.

Source: [http://www.techiwarehouse.com/cm/s/engine.php?page\\_id=c43a53af](http://www.techiwarehouse.com/cm/s/engine.php?page_id=c43a53af)



number', 'manufacturer's name', 'description', 'classification', 'seating capacity' and so on. The aircraft file then contains zero, one, or many such records, where each record describes an individual aircraft.

**Fields** - A record's individual elements are referred to as fields. Hence from