



CASE STUDY · PARSER DEVELOPMENT



# SQL Parser Support for International Expansion

Helping Vertec parse SQL snippets and databases so its PSA software could support an English-language market.

## AT A GLANCE

### CLIENT

Vertec

### INDUSTRY

CRM / ERP / PSA Software

### CORE NEED

Parse SQL to identify tables and column names

### OUTCOME

English-ready product support

PARSER DEVELOPMENT

[www.strumenta.com](http://www.strumenta.com)

## About Vertec

Vertec, a Swiss company founded in 1996, provides an integrated CRM and ERP solution for service providers.

Their PSA (Professional Services Automation) software has over 1,200 customers across Europe, enabling them to optimize business processes and boost daily productivity.

**1996**

Founded in Switzerland

**1,200+**

Customers across Europe

**PSA**

Integrated CRM and ERP software

**EU**

Expansion beyond German-speaking markets

### THE CHALLENGE

## Preparing for international expansion

Originally targeting German language companies in Switzerland and Germany, Vertec now operates in international markets.

However, in 2024, before they could expand beyond German speaking countries, they needed their SQL snippets and databases to be translated to English. For this they needed to parse the SQL because only then could they identify the tables and column names to translate them.

**SQL**

Needed parsing before translation work could begin

*"It was important to ensure that all our code snippets were translated from German to English so we could target an international market. I knew Strumenta were specialists in transpilers and parsers, as well as having written a book on compilers."*

**Samuel Iseli**

Co-founder, Vertec

## Why Strumenta?

Vertec knew that building a parser or transpiler is specialized work, and something they would only need to do once. So it made sense for them to hire a specialist.

Vertec was already familiar with the Strumenta name because of Federico's book, *How to create pragmatic, lightweight languages*. In addition, there are many software language engineering websites that recommend and link to Strumenta and its two co-founders, Federico Tomassetti and Gabriele Tomassetti.

### Specialized parser expertise

Building a parser was recognized as one-off, specialist work best handled by experts.

### Established reputation

Vertec already knew Strumenta through Federico's book and industry visibility.

### Language engineering focus

Strumenta's positioning in parsers, transpilers and compilers matched the need closely.

### Practical delivery

The engagement was aimed at a concrete business goal: enabling English-language product support.

## Parser Development and Support

Strumenta developed the parsing support needed so Vertec could identify the database elements that had to be translated from German to English.

The work also included practical support during delivery, including suggestions for improvement and timely fixes for any reported issues.

# Delivered Parsers and Product Readiness

Strumenta delivered the technical foundation Vertec needed to refactor SQL code and support a broader market rollout.

Strumenta developed and delivered two parsers so Vertec could successfully refactor SQL code.

Support included practical improvements and quick fixes for reported issues.

Vertec PSA became available in English.

PARSER DEVELOPMENT

SQL

CRM

ERP

INTERNATIONALIZATION

*“It was easy to work with Strumenta. We had a kick off meeting, then they developed the parser, then they delivered, and it worked! If someone needs to build a parser or compiler, then Strumenta is really the place to go.”*

**Samuel Iseli**

Co-founder, Vertec

**Find out how Strumenta can help you.**

Please contact us for any further information or visit our website.

[info@strumenta.com](mailto:info@strumenta.com)

[www.strumenta.com](http://www.strumenta.com)