

On Line Data International Software Names Origin



APOLLON The God of Gods

In Greek **Apollon**, is one of the most important and diverse of the Olympian deities. The ideal of the *kouros* (a beardless youth), Apollo has been variously recognized as a god of light and the sun; truth and prophecy; archery; medicine, healing and plague; music, poetry, and the arts; and more. Apollo is the son of Zeus and Leto, and has a twin sister, the chaste huntress Artemis. Apollo is known in Greek-influenced Etruscan mythology as *Apulu*. Apollo was worshiped in both ancient Greek and Roman religion, as well as in the modern Greco–Roman Neopaganism. As the patron of Delphi (*Pythian Apollo*), Apollo was an oracular god—the prophetic deity of the Delphic Oracle. Medicine and healing were associated with Apollo, whether through the god himself or mediated through his son Asclepius, yet Apollo was also seen as a god who could bring ill-health and deadly plague as well as one who had the ability to cure. Amongst the god's custodial charges, Apollo became associated with dominion over colonists, and as the patron defender of herds and flocks. As the leader of the Muses (*Apollon Musagetes*) and director of their choir, Apollo functioned as the patron god of music and poetry. Hermes created the lyre for him, and the instrument became a common attribute of Apollo. Hymns sung to Apollo were called paeans.

In Hellenistic times, especially during the third century BCE, as *Apollo Helios* he became identified among Greeks with Helios, god of the sun, and his sister Artemis similarly equated with Selene, goddess of the moon.^[1] In Latin texts, on the other hand, Joseph Fontenrose declared himself unable to find any conflation of Apollo with Sol among the Augustan poets of the first century, not even in the conjurations of Aeneas and Latinus in *Aeneid* XII (161–215).^[2] Apollo and Helios/Sol remained separate beings in literary and mythological texts until the third century CE.

**APOLLON represents the International Forwarding Transport Management System (TMS),
the leading software in Greece, Cyprus, Balkans etc.**



Parmenion the General of Alexander the Great, the first Logistician in the world

Parmenion was Philip II's most trusted general, and a major influence in the formation of the tough, disciplined and professional Macedonian army whose tactics would dominate land warfare for the succeeding centuries, arguably until the battle of Pydna between Macedonia and Rome in 168 BC. The essential tactical strategy of Macedon under Philip (and perfected by Alexander) was to hold the enemy infantry and central cavalry units in place with the sarissa armed phalanx along the centre and left, while the superb cavalry forces would wheel around and attack decisively from the flank. This tactic, while by no means innovative, was performed using a variety of new military

concepts of the time. One of the most effective was the phalanx technique of advancing in the oblique, which allowed a phalanx to become an offensive force. Using this formation and arming the infantry with a new weapon, the *sarissa*, an eighteen-foot pike, made them devastating against more conventional infantry, especially the Greek hoplites. Parmenion is generally credited today with being instrumental in the realisation of Philip's vision.

In 336 BC Phillip II sent Parmenion, with Amyntas, Andromenes and Attalus and an army of 10,000 men, to make preparations for the reduction of Asia. After Alexander was recognized as king in Macedonia Parmenion himself became Alexander's second in command of the army. He is said to have acted as a foil to his commander's innovative strategies, by expertly formulating the orthodox strategy. For instance, according to Arrian's *Anabasis*, at the Granicus Parmenion suggested delay before the attack, as the army had already marched all day as well as for other political and geographical issues. Alexander attacked across the river regardless of this counsel, and gained a victory nevertheless. However Diodorus Sicules contradicts Arrian by stating clearly that Alexander accepted the advice. One historian, reconciling the accounts, has suggested that the Greeks were initially repulsed, and then stole a march on the Persians and crossed the river at night. This brought the Persian cavalry onto the field first against the Greeks the next morning, setting up a defeat in detail, as is reported in the accounts from that time. In sum, given the positions reported, either something like this occurred along with a royal cover-up, or the Persians were tactically incompetent. In any event, the outcome may have tempered any youthful brashness on the part of Alexander, for he proceeded very cautiously the next six months or so, almost dawdling as he liberated Greek cities in Asia Minor, and that muting of his aggressiveness is more in line with a near defeat.

The same source states Parmenion to have counseled a night attack in 331 BC on Darius's assembled superior forces at the Battle of Gaugamela, which Alexander took as evidence that Darius would keep his troops at the ready through the night and offer the Macedonians some advantage if they rested for a battle in daylight. Parmenion would continue to be a significant influence and commander up until the conquest of Babylon, commanding the left wing in both the battles of Issus and Gaugamela. A steady hand commanding the left was a critical part in the overall Macedonian scheme and philosophy of battle, allowing the king to strike the decisive blow.

PARMENION represents the Warehouse Management System (WMS), specialized in third party logistics. Established in Greece, Cyprus, Balkans etc.

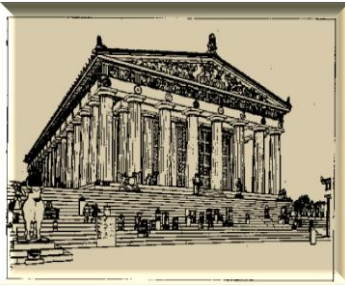


Metaforeys (metaforefs)

It is the Greek word for transportation. Actually it comes from two words “meta” and “pherein”. “Meta” means the act which bring change. “Pherein” means carry on.

Ancient Greeks were great transporters. Mainly through sea transport were the first to bring commodities from Greece to the lands today named as France, Italy, South Africa etc.

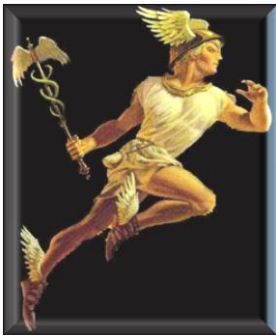
METAFOREFS represents the Inland TMS



Emporesis

The Greek verb “emporo” means “I am able to do”. In ancient Greece the verb was “Ephporo” meaning “having prosperity”.
“Emporesis” means “the power of doing”.

EMPORESIS represents the commercial ERP



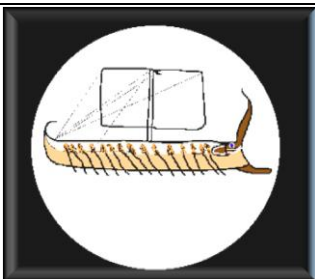
Hermes

Hermes (pronounced /'h3rmee:z/) is the great messenger of the gods in Greek mythology and additionally as a guide to the Underworld. An Olympian god, he is also the patron of boundaries and of the travelers who travel across them, of shepherds and cowherds, of the cunning of thieves and liars, of orators and wit, of literature and poets, of athletics and sports, of weights and measures, of invention, and of commerce in general. His symbols include the tortoise, the rooster, the winged sandals, the winged hat, and the caduceus (given to him by Apollo in exchange for the lyre).

Hermes delivered messages from Olympus to the mortal world. He wears shoes with wings on them and uses them to fly freely between the mortal and immortal world. Hermes was the second youngest of the Olympian gods, being born before Dionysus.

Hermes, as an inventor of fire, is a parallel of the Titan, Prometheus. In addition to the lyre, Hermes was believed to have invented many types of racing and the sports of wrestling and boxing, and therefore was a patron of athletes.

HERMES represents the Courier and EDI information system



NAYS

“Nafs” means “ship”. A device developed to move safely over the water.

NAFS represents the Liner Shipping Agency Software

