

# Enterprise Management System for Distributors

**A comprehensive software solution to provide a completely integrated set of business processes and information to your company, customers and suppliers.**



- Provides complete business visibility
- Low cost of ownership
- Easily customisable to fit the way your people work
- Low risk, rapid implementation and easy transition
- Meaningful Key Performance Indicators from built in business intelligence
- Future proofed design for easy upgrades
- Web enabled for eBusiness
- Real time operation
- Integrated Customer Relationship Management
- Integrated After Sales Service
- Native mobile computing
- Open system using Microsoft® Windows® technology

## Business Challenges

Companies of all types face a number of unique challenges and need:

Simple, easy-to-use tools to manage costs, allowing the quick accumulation of control data without extra complexity.

The effective management of customer relationships, projects, profit margins and cash flow are key to maintaining a healthy growing business.

Competitive pressures continue to increase as a result of the internet age and it is vital that companies use the best of information technology.

Using the internet to collaborate with partners, customers and suppliers in real time is the key to successful eBusiness.

Businesses of all varieties can also face:

- No visibility of the business operation means decisions made on out of date information
- Unclear and unstructured key performance indicators
- Control inventory to maximise cash flow
- Long cycle times from sales to commissioning
- A requirement to improve quote to win ratios
- A need for the correct products in stock when needed
- Misdirected marketing activity based on inaccurate cost and margin information
- Inaccurate costing systems
- Unpredictable high overtime costs as pressures to complete projects on time mount
- High and fluctuating overheads
- Need to provide excellent after sales service
- A need to improve sales forecasting
- Poor due date performance
- Difficulties getting sales growth
- Long term erosion of sales margins
- Falling profitability

eMerge's Priority can help your company face these issues and become even more successful.

Our solution can be quickly and easily implemented and because it works the way you do, it is easily customised

### The Priority Solution

Priority is a comprehensive, fully integrated enterprise management solution designed for smaller and medium sized enterprises. It makes available all of the functionality enjoyed by big company systems at a cost affordable by the smaller enterprise. It works the way you do without causing major organisational or structural disruption to your business while it is being implemented. Priority consists of the following modules.

#### Financials

Priority's comprehensive finance module includes accounts receivable and payable, general ledger, budgets, cost allocation and profit centres, cash management and a variety of financial and consolidated multi-company reports. Payments to vendors can be performed with manual and printed cheques as well as bank transfers. Fixed assets includes depreciation calculations and assets splitting. Loans functions calculate interest schedules and automatically record payments.

#### Project Management

Completely integrated with Microsoft Project, projects are defined with their attributes, activities, templates, contents, payments and budgets. Projects can be attached to any type of transaction and are used to completely all the planned and actual costs of the most complex activities.

#### Customer Service

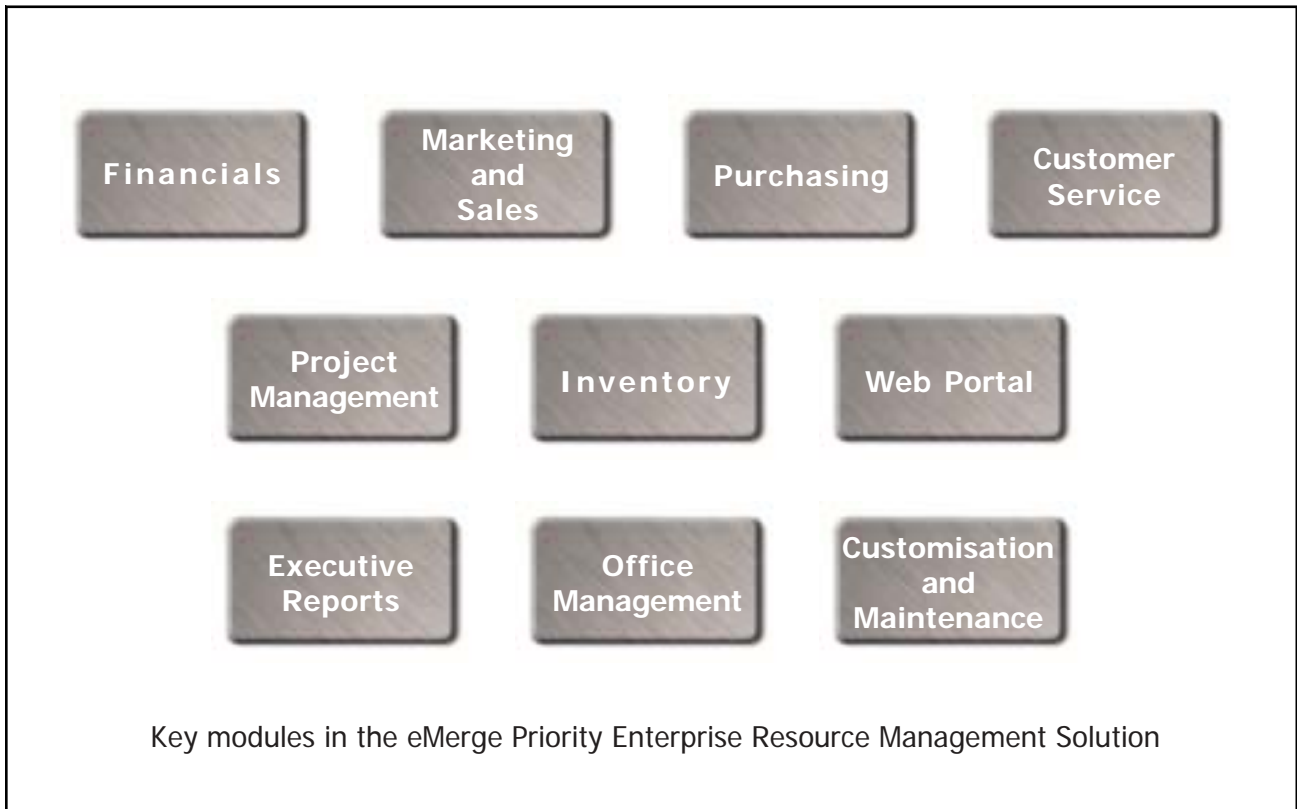
This module maintains serial numbered parts with an audit trail for them, plus service contracts, service calls, malfunctions and repair reporting and history. Service call activity can be recorded as labour or material issues as well as expense items (e.g. mileage). Daily technician scheduling, FAQs, service quality control and a variety of reports are also provided for.

#### Marketing and Sales

Priority maintains customer and telemarketing prospect details, to do lists and appointment calendars. Multiple currency price lists and quotations are provided, supporting a variety of discounts and bonuses by customer. Orders can be traced from planning to shipment and there is support for FOB orders, agents and commissions with sales forecasting and a complete audit trail for orders, packing lists, shipments and returns.

#### Purchasing

This includes maintenance of suppliers' and sub-contractors' data, item certifications, multiple currency price lists together with a purchase requisitions and authorisation process. Purchase planning ensures efficient management of purchase demands. Support is provided for the request, recording and valuation of price quotations, electronic signature authorisation of purchase orders and an audit trail of the orders, receipts, inspection and returns.



**Inventory**

Manages items, warehouse and bin locations, physical inventory counts and inspection checks. It supports multiple warehouses with automatic handling of warehouse balances and a full audit trail. There is a full breadth of inventory transactions covering all aspects of purchasing and sales activities including simplified assembly and stock disposal transactions.

**Web Portal**

Whether you have the need for staff who are mobile or in remote locations, or customers, suppliers or business partners to access your management system, Priority provides the infrastructure to allow all of these facilities cost-effectively. These capabilities are internal and easily configurable to your exact requirements.

**Office Management & Executive Reporting**

Priority helps you manage all your business processes, smaller everyday tasks as well as top management reporting. This includes management of contact lists and appointment diaries, Human Resources, built-in email that integrates fully with other email systems, reference documentation library and easily configured executive reporting capability. An Executive Information system is available for drilling down into and analysing operational data/ transactions.

**Benefits of the eMerge Priority Solution**

- Reduced finance administration costs as all ledger and banking transactions are integrated and self-checking.
- Complete control of new business activities and more efficiency for your sales and marketing efforts.
- Complete management and control of your customer relationships and service personnel.
- More accurate and comprehensive project costing.
- Finger tip control of the buying and expediting environment to optimise your supply chain.
- Drive down inventory costs by managing all stock on or off-site.
- Ability to closely monitor all the company' s activities and get the reporting you need to manage the business.
- Integration and synchronisation with Microsoft® products.

## Case Study

### Background

Based at Loddon, Norfolk, Loddon Engineering Ltd is the world-leading producer of high quality internal stables and associated equine equipment. Their prestigious customer list includes The Hong Kong Jockey Club, The Singapore Turf Club, The Japanese Racing Association, Her Majesty Queen Elizabeth II and The Nad Al Sheba Racecourse in Dubai.

Loddon Engineering employs 50 people and manufactures high quality stables and automatic horse-walkers designed to customers' specific requirements. The main products are internal stables fitted to existing buildings so it is important to understand customers' requirements and modify standard products to suit. While manufacturing is in Norfolk they have a number of agents around the world and a wholly owned sales operation in North America.

### The Issues

The Managing Director of Loddon Engineering initiated the project to gain visibility of costs. " We found that our stock control was not good and together with informal product costing processes and systems, we were not able to assess customer and sales project profitability. In addition to not having clear visibility of business performance, inadequate purchasing control and management of sales opportunities were holding the business back."

Further investigation identified the root causes of the problems:

- Purchasing could not purchase the right components at the right time and have them in stock ready for manufacturing.
- Manufacturing had too much work in progress and was unable to expedite manufacturing/sales orders.
- Components not delivered on-time, high stocks of some components and stock-outs on others.
- Low margin sales orders accepted due to inaccurate costing, resulting in manufacturing delays and reduced customer satisfaction. As a by-product the wrong margin products were being marketed. Higher stock levels and excess administration costs, highly fluctuating cash flows and reduced margins on the customers' project were also experienced.

### Our Solution

Emerge Information Technology implemented a solution that provided visibility across all of the key areas of the business. Providing integrated, accurate cost information for each product, an ability to configure products to customers' requirements, deliver customer orders on time, improve customer satisfaction, choose the profitable customer orders to accept, lower inventory values, planned purchases to maximise cash flows and profitability.

### Results

#### *Better visibility of the business:*

Priority generates the executive reporting that provides key business performance metrics. Accurate costing of products enabled better identification of which products were profitable and improved the effectiveness of the product-pricing regime.

#### *Improved stock control:*

Regained control of inventory and significantly reduced time spent on the monthly stock take. Stock counting went from a monthly to an annual exercise. Costly stock holding could be reduced, liberating cash for more important uses within the business.

#### *Management of sales opportunities:*

Priority automated sales procedures and built a streamlined process with greater control and increased visibility of the whole sales opportunity chain.

#### *Product costing:*

For the first time the profitability of individual projects was understood allowing better costing of standard and configured products.

#### *Purchasing Control:*

Loddon could concentrate on purchasing spend and ensure that it corresponded exactly to manufacturing requirements.

Levels and timing of spend could also be more closely matched with cash-flow constraints providing much better financial management.

### About eMerge

eMerge Information Technology Ltd. specialises in developing eBusiness and ERM solutions to a variety of manufacturing and commercial organisations along with excellent service and long-term commitment to customers' needs.

The company's main expertise and core business is implementing the Priority midrange ERM system and developing additional software systems in the Priority environment. In the internet and B2B world, eMerge has gained expertise using the most advanced technologies and tools providing a variety of services such as Legacy to Web, Business Process Integration, eMarketplaces and Enterprise Application Integration.

As well as providing the software tools to enable your enterprise to flourish, eMerge Information Technology Ltd. will supply the expertise and consultancy to update your business practices and procedures to compete with the best in the market.

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