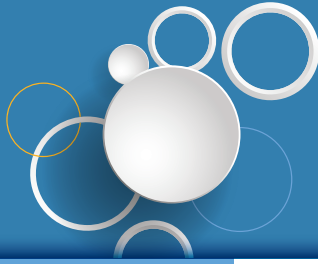


## CASE STUDY ISOMAT



# THE ENTIRE COMPANY THROUGH ENTERSOFT EBS

### Industry

Building & Construction Materials

### Customer Profile

ISOMAT exports its products to over 40 countries worldwide, while owning 6 subsidiaries in Romania, Serbia, Bulgaria, Turkey, Russia, Slovenia and one affiliate in Spain. Its subsidiaries in Serbia and Romania feature production units, in Belgrade and Bucharest respectively.

### Users

155

### Challenge

The most critical need for the company was the operations' consolidation among the parent company, offices abroad and production units.

### Solution

Entersoft ERP®  
Entersoft Mobile CRM/SFA®

### Benefits

#### For Entersoft Business Suite:

- Systems integration of all countries
- Online national and international invoicing (online invoicing)
- Proper warehouse management
- Computerized credits issuance
- Upgrade services
- Direct administrative reports production

#### For Entersoft Mobile CRM/SFA:

- Unified information system

“ One of our main problems was the fragmented information and the delayed communication between Greece and our companies internationally due to multiple and different information systems. With Entersoft EBS® we have managed to homogenize information by integrating all of our data into a central IT system.

As a result, we all have direct information on all our processes, from the production to distribution and from warehouses to accountants, in Greece and in our companies abroad. With the EBS, the aim of the financial management for direct and reliable information is realized, an aspect that in a modern business environment is translated into time and money!

Furthermore, Entersoft CRM / Mobile SFA, with its structure and its numerous functions, is expected to provide solutions and new impulse to sales department, and we expect to immediately implement this in our subsidiaries outside of Greece as well. ”

*Anastasios Tasikas, Financial Manager, ISOMAT*

### Company

ISOMAT is a Greek production company with multinational presence. It was founded in 1980 and today it constitutes one of the most important manufacturers in Southeastern Europe. The company produces and distributes over 350 products of advanced German technology with affordable, however, prices for the Greek consumer.

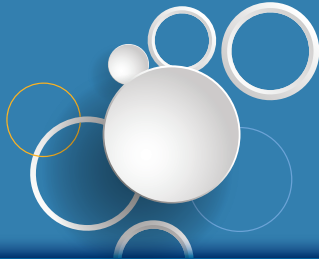
ISOMAT exports its products to over 40 countries worldwide, while owning 6 subsidiaries in Romania, Serbia, Bulgaria, Turkey, Russia, Slovenia and one affiliate in Spain. Its subsidiaries in Serbia and Romania feature production units, in Belgrade and Bucharest respectively.

### Challenge

The most critical need for the company could, perhaps, only be defined with one single word, Consolidation. The activities and the operation of the company had been expanded and scattered between the parent company, offices abroad and production units.

The lack of unified information created a serious problem to the recording, dissemination and exploitation of information. Many administrative reports had to be created in simple spreadsheets, with no reliable result and by various users. The older systems (Business / SingularLogic & custom CRM) did not have a two-way communication, resulting to major problems in the daily operating data (i.e three warehouse stocks from ERP, production and WMS), while many critical functions (color management, set of items, etc.) were not encountered by the existing system.

## CASE STUDY ISOMAT



To address these challenges, the company was seeking for a modern IT system that would respond to:

- Immediate and reliable coverage of the need for unified information in all countries
- Great company development
- Serving the special needs of the Commercial Division
- The prospect of incorporating multiple companies (local-international)

### Solution

The solution to which ISOMAT concluded to cover its immediate and future needs is Entersoft Business Suite® (EBS) and Entersoft Mobile CRM/SFA®. EBS was established in all departments of the company in Greece, Bulgaria, Romania and Serbia, whereas CRM/SFA was initially established in Greece and in the Sales department, with the ultimate aim to be implemented in other subsidiary companies.

The time needed for the implementation of the highly demanding project was 20 months in total, during which the interconnection with the existing WMS was realized. These solutions are used by 155 users in total in Greece and abroad in all departments of the company. More specifically, 120 users operate the EBS and 35 users the Entersoft Mobile CRM/SFA®.

The contemporary ERP technology of Entersoft Business Suite® had been a key factor for selecting the software. Features such as the two-way online communication with three systems (Production, B2B, WMS), monitoring of international legislation, but also the experience in multilingual systems have proved Entersoft to be the appropriate partner.

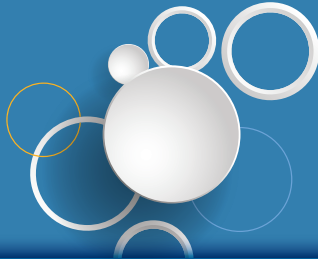
The company has now a real-time view of all processes, such as production, distribution, monitoring, orders, warehouse, accounting and financial management, marketing campaigns, client history etc.

### Advantages

The previous situation of the operation of the company constituted an obstacle to its dynamics. Entersoft's ERP and Mobile CRM / SFA solutions enable the organization to evolve and distinguish within the business environment.

The main benefits are the following:

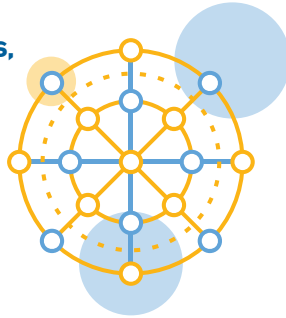
## CASE STUDY ISOMAT



### For Entersoft Business Suite

**Systems integration of all countries,** resulting to direct and valid information

- Unified results
- Control every department's procedure
- Consolidated reporting of group companies



**Upgrade of the services provided to clients** by representatives of the Sales Department (Online information during the visit to the customer)



The entire image of the company and of all departments can now be found in a **unified system**

**Online national and international invoicing**

Proper warehouse **management**



**More direct**, without user intervening, production of **administrative reports**



**Computerized credits issuance**



### For Entersoft Mobile CRM/SFA

Due to the **unified information system**, the database is no longer maintained by each user individual



**Detailed and real-time sales**, customer and commercial policy recording

