ENTERSOFT

Software for ambitious enterprises

COMPANY PROFILE

ENTERSOFT

Software for ambitious enterprises

Entersoft designs and develops business software and customized solutions, providing **added value** and enhancing the competitiveness of the enterprises selecting it as their partner.

At the core of its strategy lies sustainable growth, **technological leadership** and an innovative way of dealing with business challenges in a changing economic environment, with **focus to the customer**.

Its solid **international presence**, export activities, impressive growth rates, over 200 specialized executives and high-quality partner network trained and certified by an internal education academy, ensure the optimum infrastructure for the high-quality implementation of its systems and **high-level support of its customer base**.

At the product and services level, Entersoft is a major player in the market of **ERP, CRM, Retail, Mobile, WMS, xVan** and **Business Intelligence solutions**, developed on Microsoft .NET platform and available on premise or on cloud installation, either with a user licence or as Software as a Service (SaaS).

For more information on Entersoft, please visit www.entersoft.eu

HISTORY:

2002
Establishment

2004
Entersoft Business Suite, Entersoft Expert, start of commercial activity

2006
Entersoft CRM, Entersoft e-Commerce, start of operation of the nationwide partner network across Greece

2008
Stock exchange Market, Entersoft Romania and Bulgaria, Acquisition of Nova consulting and Retail link

2010
Entersoft Retail, Entersoft Mobile, 1st business software company in Greece on @Apple Store, distinction as a TOP Microsoft partner

2012
Acquisition of Alpha Software solutions and Cardisoft. Windows azure

An ongoing creative effort with solid, continuous, sustainable growth.

2013
Entersoft Middle East

2015
Entersoft's Technical Director among the 130 Microsoft Regional Directors worldwide, Entersoft Business Suite certified by TEC

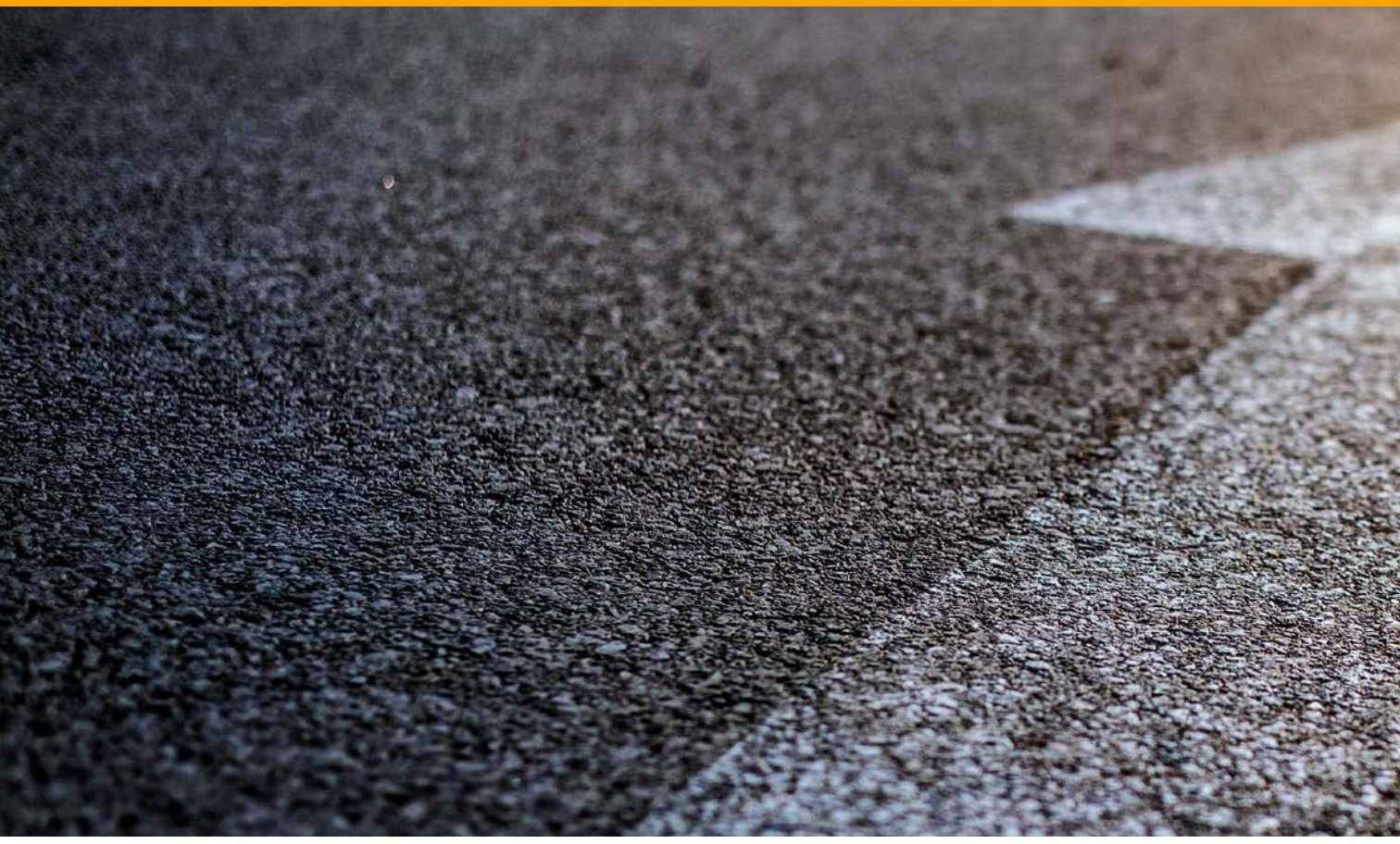
2016
Entersoft WMS

2017
Mobile CRM/SFA assessed by TEC, start of investment in Mobile Pharma Suite iOS

2018
Acquisition of Sieben's Enterprise Mobility

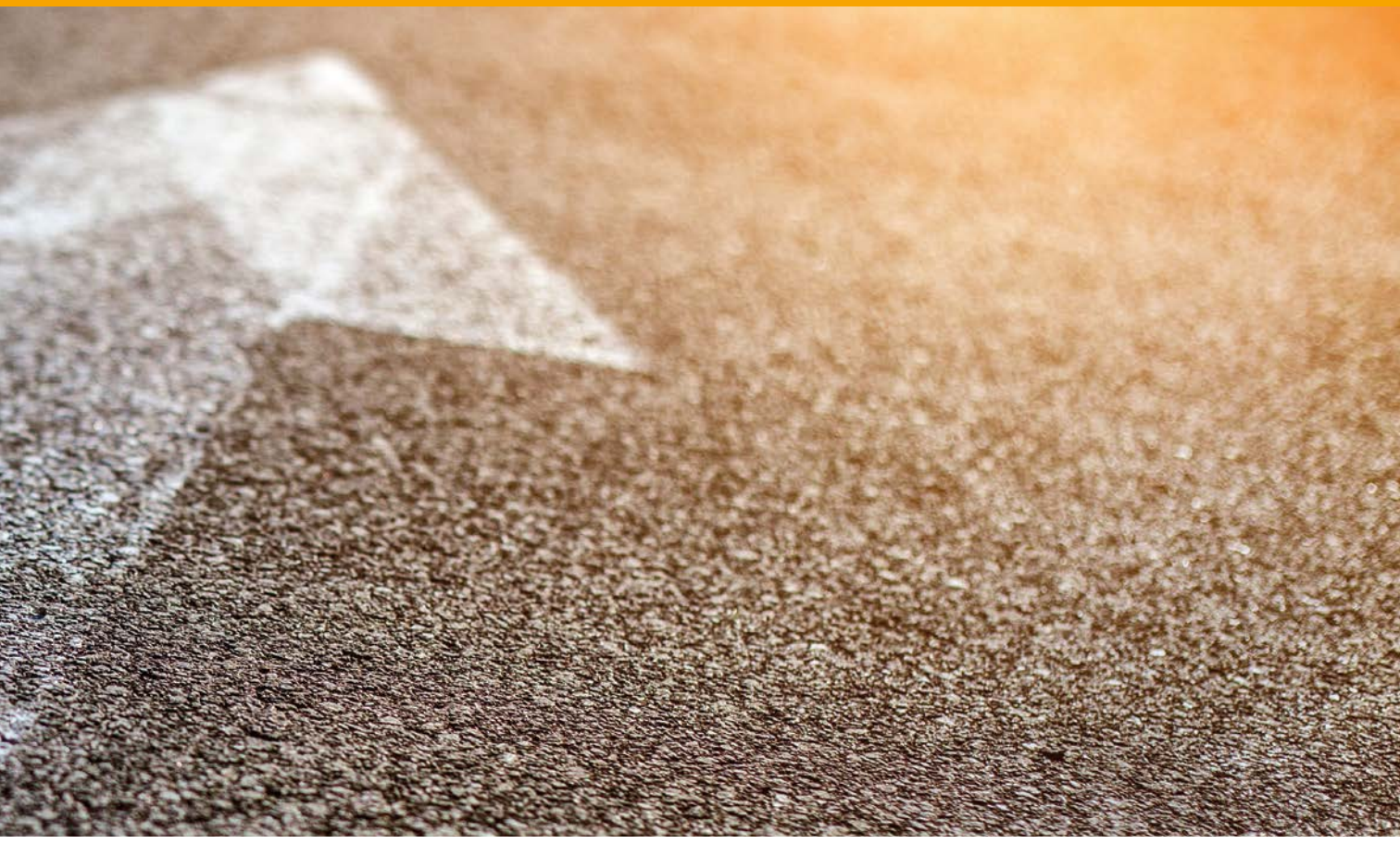
MISSION &

Our mission is the development, implementation and support of enterprise solutions, creating conditions of **progress** and **extroversion** for our customers. For this reason, we invest in research and design of **advanced systems** which, combined to our high-quality services, ensure the maximum **efficiency** and **future-proof** nature of our solutions.



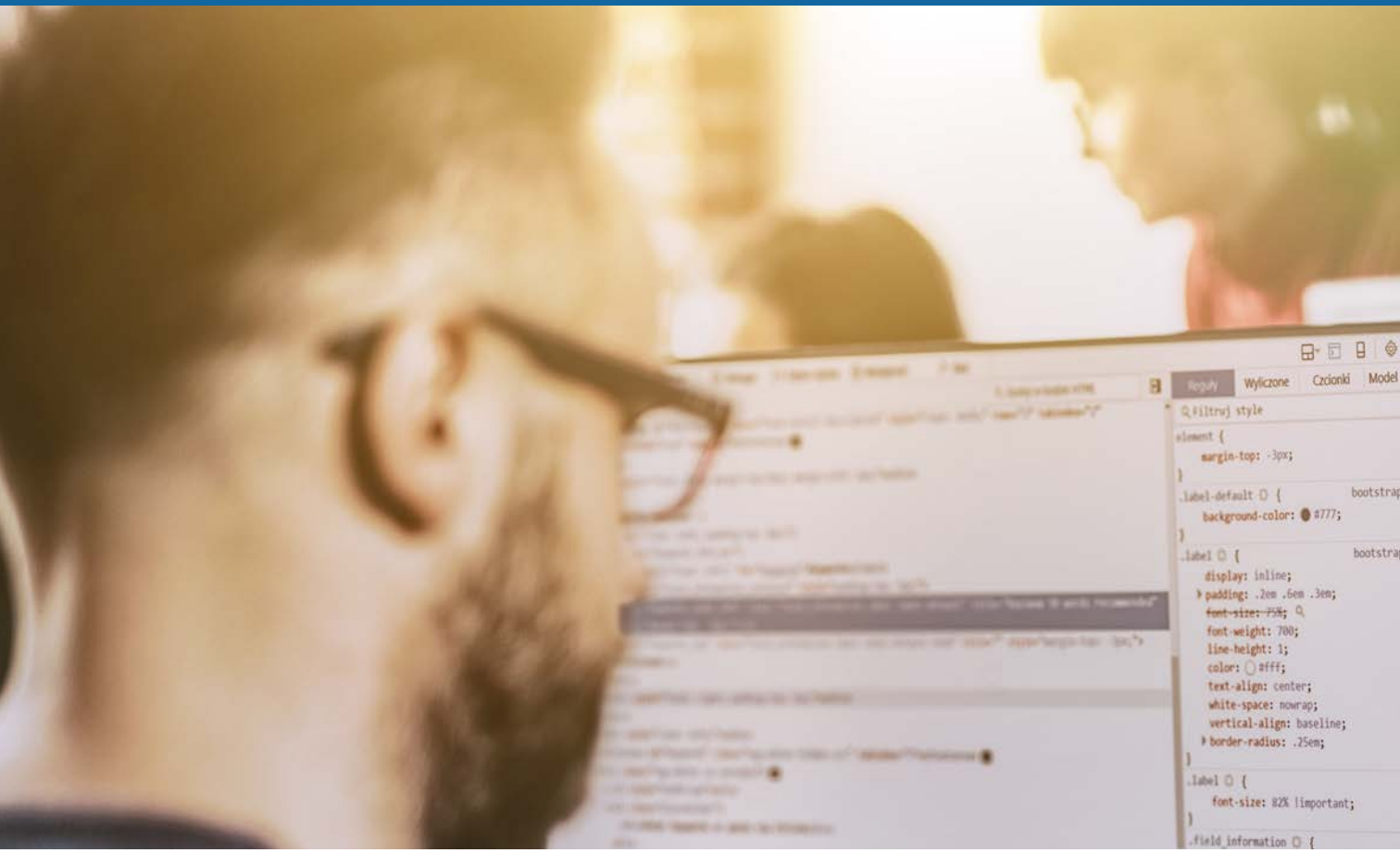
VISION:

Our vision is to always be one step **ahead**, anticipating future market challenges and presenting **personalized experiences** and a **creative working environment** for our customers. For us, customer **trust** is an asset as well as a driving force.



PRODUCTS:

All products are continuously evolving to new, upgraded versions that integrate modern business practices, legal and fiscal developments and technological enhancements, ensuring the future-proof nature of the customers' investment and the sustainability of the resulting competitive advantages.

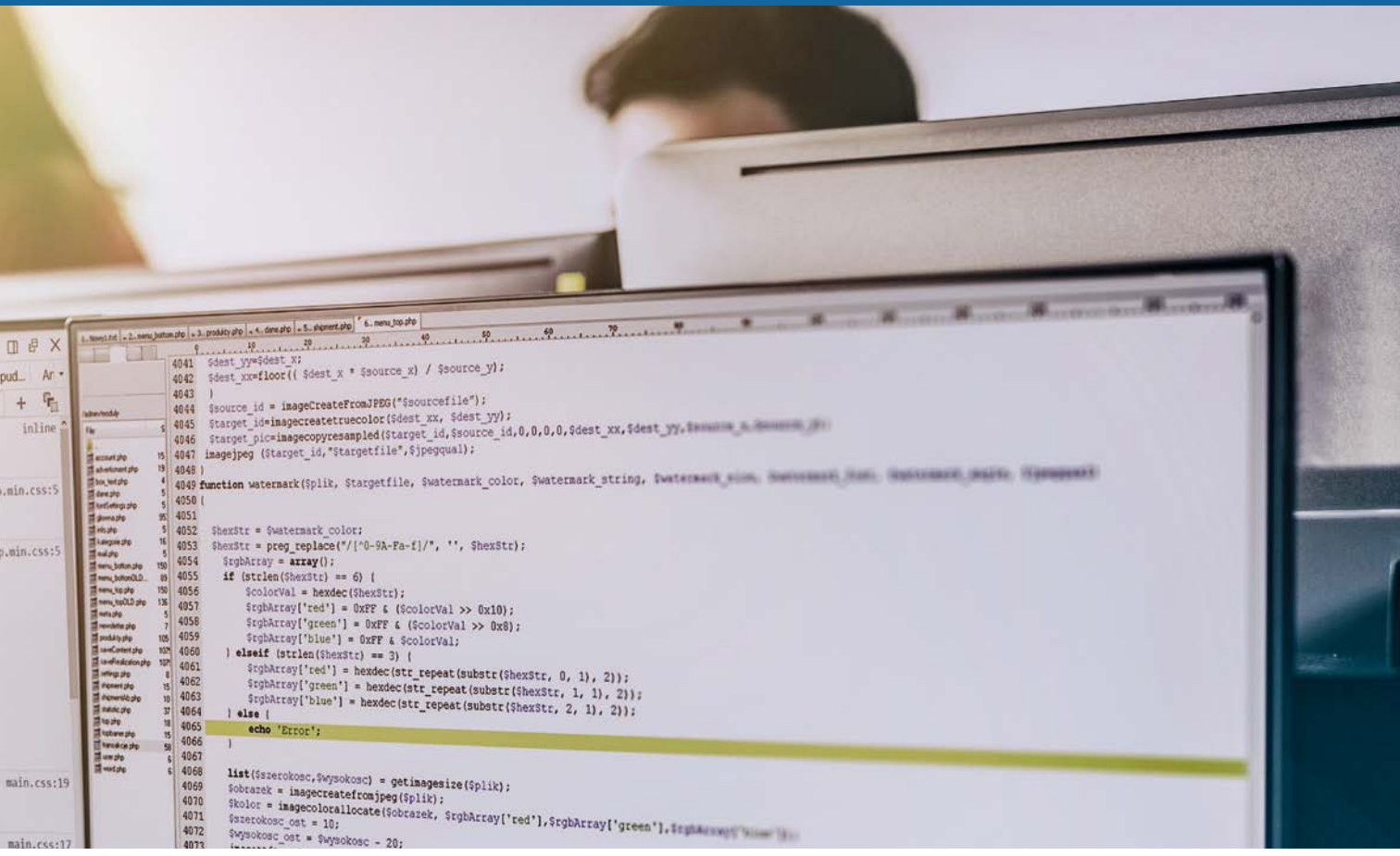


R&D

Since the company's establishment, Entersoft's strategy has been focused on the design and production of original business software. Accordingly, the largest part of its investments has been consistently directed to the Research and Development department.

The excellent technical competence and endless talent of its members, their focus on developments concerning the company's target markets and the integration of **only tried and tested technologies** in its products, ensure the constant flow of new functionalities and solutions for its customers.

The daily challenges faced by **customers** constitute a **valuable source of knowledge** and experience for the enrichment and upgrade of products, as well as for ensuring the right direction of the proposed solutions.



ENTERSOFT BUSINESS SUITE

Entersoft Business Suite® a comprehensive and integrated business software suite for ERP, CRM, Retail, WMS, Mobile, E-Commerce and Business Intelligence applications, provides a competitive advantage for modern medium and large enterprises wishing to integrate innovation and high technology, in combination with an extroverted, progressive development strategy.

It includes role-based **business flows**, a multitude of ready best-practice scenarios, as well as **rich, essential information** using interactive Dashboards, Olaps and Graphs.
Integrating multi-dimensional tools to analyse and combine the information handled by all subsystems, it enhances a company's effectiveness and competitiveness.

- Easy access to information any time, safely, **through any electronic media**.
- Simplicity, ease of use, techniques used to guide users along daily processes.
- Adaptability, gradual integration of new sections and subsystems, aiming at a **successful transition** to a modern, digital, efficient business model (Order-to-cash, Procure-to-pay).
- Complex, demanding functionalities with great depth, designed so as to be perceived by users as simple daily processes.
- Support of **any business organization** and structure (countries, companies, sectors, stores, partners).
- Easy parameter-based third-party integration, with safeguards and procedures that check the correctness and matching of data, in order to achieve maximum automation in communications, as well as synergies that contribute to saving resources.

All Entersoft Business Suite subsystems have been assessed very highly in the context of the acknowledged **international certification** "Mixed mode manufacturing ERP" by Technology Evaluation Centers (TEC), a specialized company that is a world leader in providing consulting services, research and business software assessment around the world.

ENTERSOFT EXPERT

Entersoft Expert® is the appropriate tool for the optimum financial and commercial support of dynamically growing small and medium enterprises.

Its modern, comprehensive software provides a unified functionality for ERP, CRM, Retail, WMS, Mobile, E-Commerce and Business Intelligence.

It combines the simplicity of a standardized software with the rich functionality of a modern, flexible ERP system.

It includes ready organizational models that **accelerates user integration** and the implementation of modern, **efficient workflows** in less organized companies, while its integrated information system greatly differentiates it from all other products in its category.

ENTERSOFT CRM

Entersoft CRM® fulfils the needs of Sales, Marketing and Customer Service divisions, creating an ideal environment for rational organization, timely planning and total monitoring of customer-related activities, therefore enhancing the company's extroverted nature.

With increased simplicity and user friendliness, it uses specific techniques to guide users through their daily tasks, while providing nonsuch benefits:

- It manages, organises and clearly presents Business Intelligence information.
- It allows the company to plan and formulate **focused actions for communicating and promoting its products**, methodically leading it to growth, while differentiating it from competition.
- It optimizes the company's internal procedures.

At the same time, its full coordination with ERP offers an **incomparable advantage** for the total daily activities of the Marketing and Sales people, while providing Management with a single, reliable overview of the entire company.

ENTERSOFT RETAIL

Entersoft Retail® is a contemporary, standalone software application specifically designed for the retail and franchise industry (with hybrid functionality, online and offline).

The system optimizes the store's processes (from supply chain management up to **customer experiences** and **loyalty enhancement**), while reducing administrative costs. Through an extremely adaptable and user-friendly environment, it supports **complex discount policies and promotions**, all means of collection, as well as the stores' **full commercial and logistics cycle**, while also providing a ready, rich, comprehensive set of sales analysis statistics.

ENTERSOFT WMS

Entersoft WMS® is a modern, state-of-the-art software solution for the management, routing and reliable execution of warehouse processes.

The system helps **simplify** processes, optimize **cost**, maximize the **usability** of warehouse areas, reduce safety stock, minimize the **time** required for administrative tasks and effectively manage **resources** inside as well as outside the warehouse. It incorporates advanced characteristics and **process optimization algorithms** (calculation of destination location, optimum collection package, container occupancy, location replenishment routing, dispatch prioritization, effort balancing in resource selection etc.); it can thus effectively fulfil the requirements of complex Warehouses or Distribution Centres, but can also be used as effectively in small, low-complexity Warehouses.

ENTERSOFT MOBILE CRM/SFA

Entersoft Mobile CRM/SFA® iOS covers all typical activities of Sales executives (contacts, sales opportunities, planned visits, target achievement), providing rich interactive information on customers and sales. It also integrates field marketing functionality (stock counting, replenishment, competition data etc.), based on the company's merchandising policy.

Its implementation

- enhances productivity
- reduces idle time spent on the road
- reduces errors
- accelerates the sales cycle
- provides reliable real-time management information on the results of salesforce activities.

ENTERSOFT FIELD SERVICE

Entersoft Service® iOS complements Entersoft Service Management, providing technicians access to any required function through their own devices.

On-site task management, implementation of **charging rules** based on contracts (SLA), **spare parts** availability, automatic implementation of respective **commercial policy**, and access to the Knowledge Base for the **rapid resolution** of various issues are implemented promptly and easily using the executives' device. This enhances their effectiveness, ensures transparent invoicing processes and contributes to the prompt and targeted response to **customer needs**, thus increasing **customer satisfaction levels**.

ENTERSOFT MOBILE XVAN

Entersoft Mobile xVan® iOS is addressed to companies that sell their products and / or services to their final customers (B2B) through the process of portable invoicing (xVan)

- Support of all traditional processes included in the concept of mobile invoicing, returns and collections at the delivery point
- Targeted vehicle stock monitoring
- Utilization and implementation of itineraries on the back-office side
- Questionnaires, competitor reports and other merchandising activities by preconfigured processes
- Enhancement of the driver's role with an associated increase in efficiency.

ENTERSOFT POCKETBIZ

Entersoft Pocketbiz® is a comprehensive application suite for Android mobile devices (Pocketbiz Sales, Pocketbiz Field Service, Pocketbiz Pharma, Pocketbiz Track & Trace, Pocketbiz Business Intelligence) that enables salesforce and customer service executives on field, optimizing their efficiency.

- **Faster order-taking process** in a user-friendly environment that minimizes registration time
- Optimization of representatives' merchandising and administrative tasks
- **360° view of customers**
- Reduced administrative costs and reduction of errors through simplified task execution and reliability of the system's two-way integration with ERP/CRM back-end systems.
- A multitude of ready performance indicators (KPIs) and intelligent data analysis to enhance decision making and enable the formation of a sales and promotion strategy based on evidence instead of speculation.

Moreover, Mobile Device Management and Mobile Application Management systems enable the administrator to fully control, synchronize and **organise devices through a main console**.

SERVICES:

Entersoft has formed a comprehensive, organized and effective service provision system to help its **customers** adopt and **exploit** its IT systems in the **best** possible way.

IMPLEMENTA-TION SERVICES

The main aim of Implementation Services is to parametrize applications to ensure that they cover the key needs of each customer. They are provided by specialized executives that possess the required experience, training and expertise, both in business processes as well as innovation and technical tools.

Implementation services involve installation, data transfer from legacy systems, customization of the available functionalities for specific needs, incremental development of functions that are not directly supported by the systems, third-party integration (based on the open-architecture technologies used for the development of Entersoft systems, as well as on international interoperability standards for applications - web services) and end-user training.

The project implementation methodology is based on parametrized operating models that have been integrated in the systems, utilizing the experience gained from the implementation of a number of projects in large and medium companies of various industries. It also contributes to the correct analysis and design of the particularities of each installation, using methods and safeguards that help achieve the **maximum match between the customer requirements and the final product**.

OPTIMIZATION SERVICES

The aim of optimization services is to continuously support customers to make optimal use of their systems, while monitoring their development progress and their changing needs.

- Continuous, real-time on-the-job training.
- Optimization and changes in business processes already-in-place, for increased efficiency.
- Exploitation of new functionality or add-ons in order to cover new business activities.

SUPPORT SERVICES

After the start of productive operation, continuous support services aim to achieve seamless, error-free system operation, which constitutes Entersoft's top strategy priority.

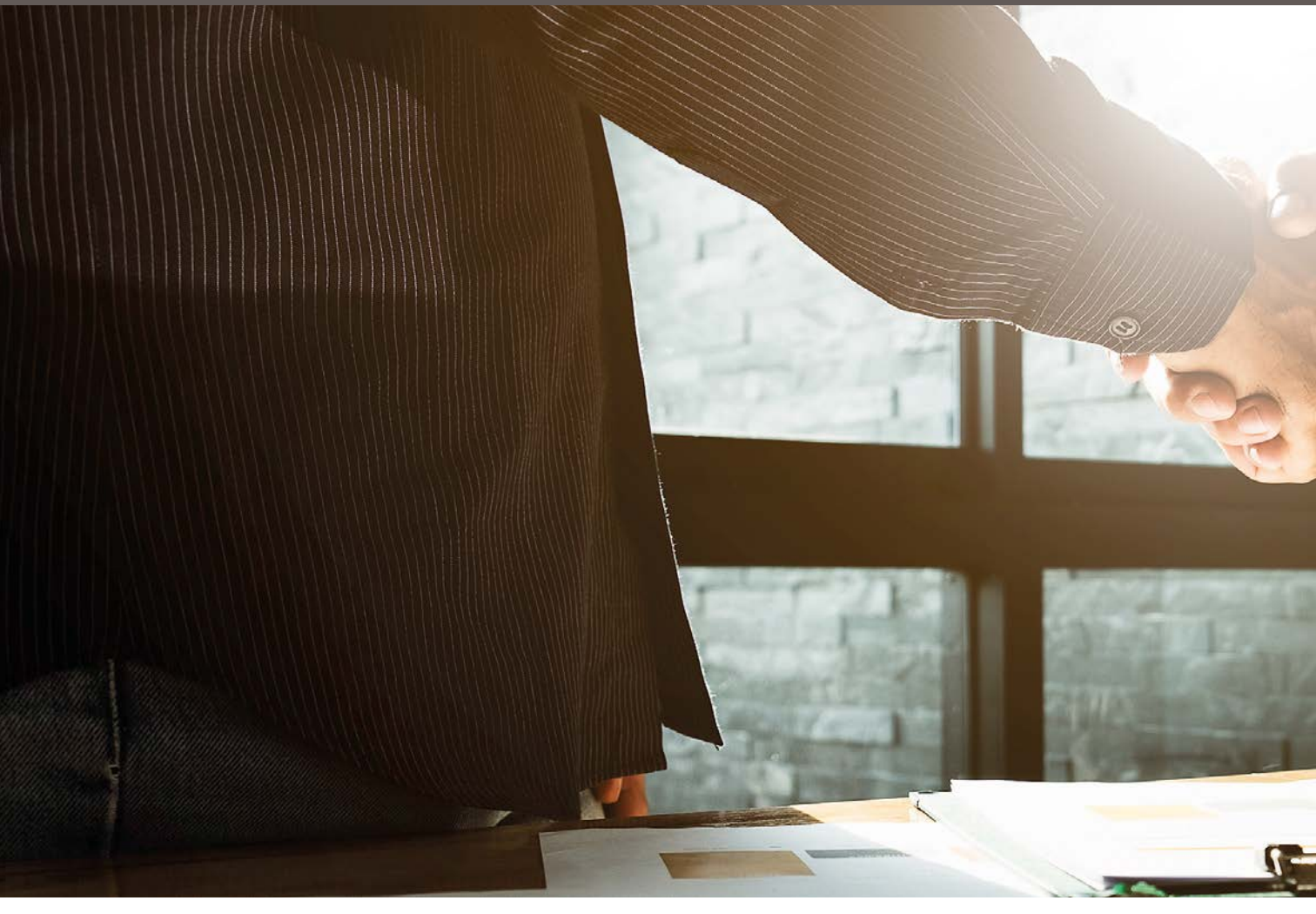
Support services are provided full-time, covering all user support needs in a highly responsive way, using various methods, such as electronic communication, telephone, remote or on-site support.

EDUCATION SERVICES

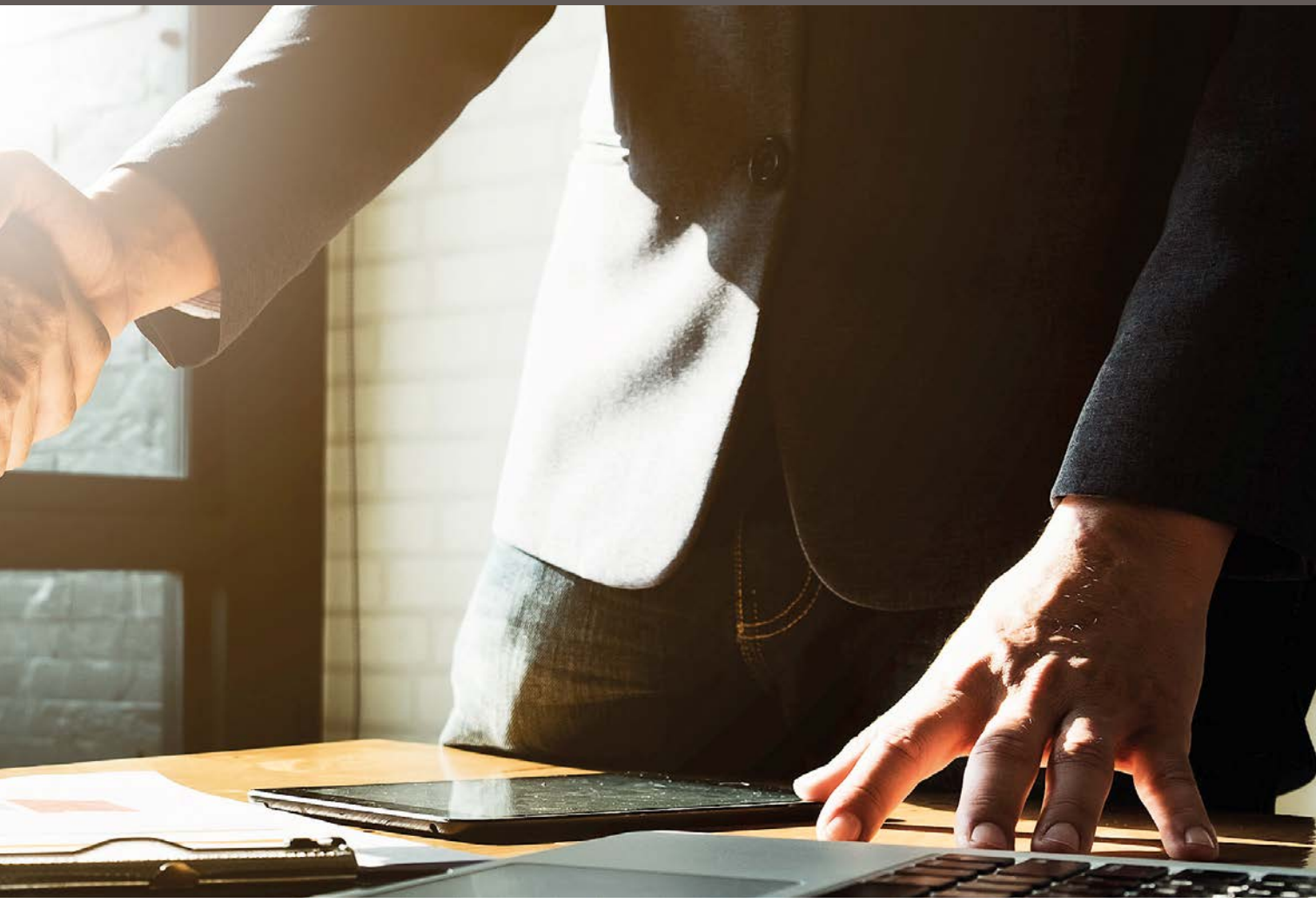
Organized and effective education services are offered both during the roll-out of the IT system, as well as after live operation, aiming to achieve and maintain a high knowledge level of executives (end users, key users, IT users), familiarize them with the system and allow them to exploit its capabilities.

Entersoft also offers certification services for competences acquired by executives, so that the latter can support the company's strategic choices.

HIGH-QUALITY PARTNER NETWORK:



Entersoft's key priority is the **continuous investment** in a high-quality, competitive partner network that promotes, implements and supports its products to end customers. Partners are selected based on the **quality** of their work, the **organization** of their companies and their **know-how**. They are supported through a set of procedures involving continuous training, support and certification of their consultants, in order to ensure that they are capable of **providing comprehensive solutions**.



OUR PEOPLE:

Our people continuously provide **new ideas, technologies, products and services**, having received **high-quality** specialized training and scientific education from prominent educational institutes in Greece and abroad. Our company recognizes and awards their **talent**, building relationships of **long-term cooperation**, in an environment of security and fairness, with a focus on the same values. Our aim is to remain their **first choice**, supporting their professional development, as the company grows and fulfils its vision, based on their own efforts.

INTERNATIONAL CERTIFICATION:

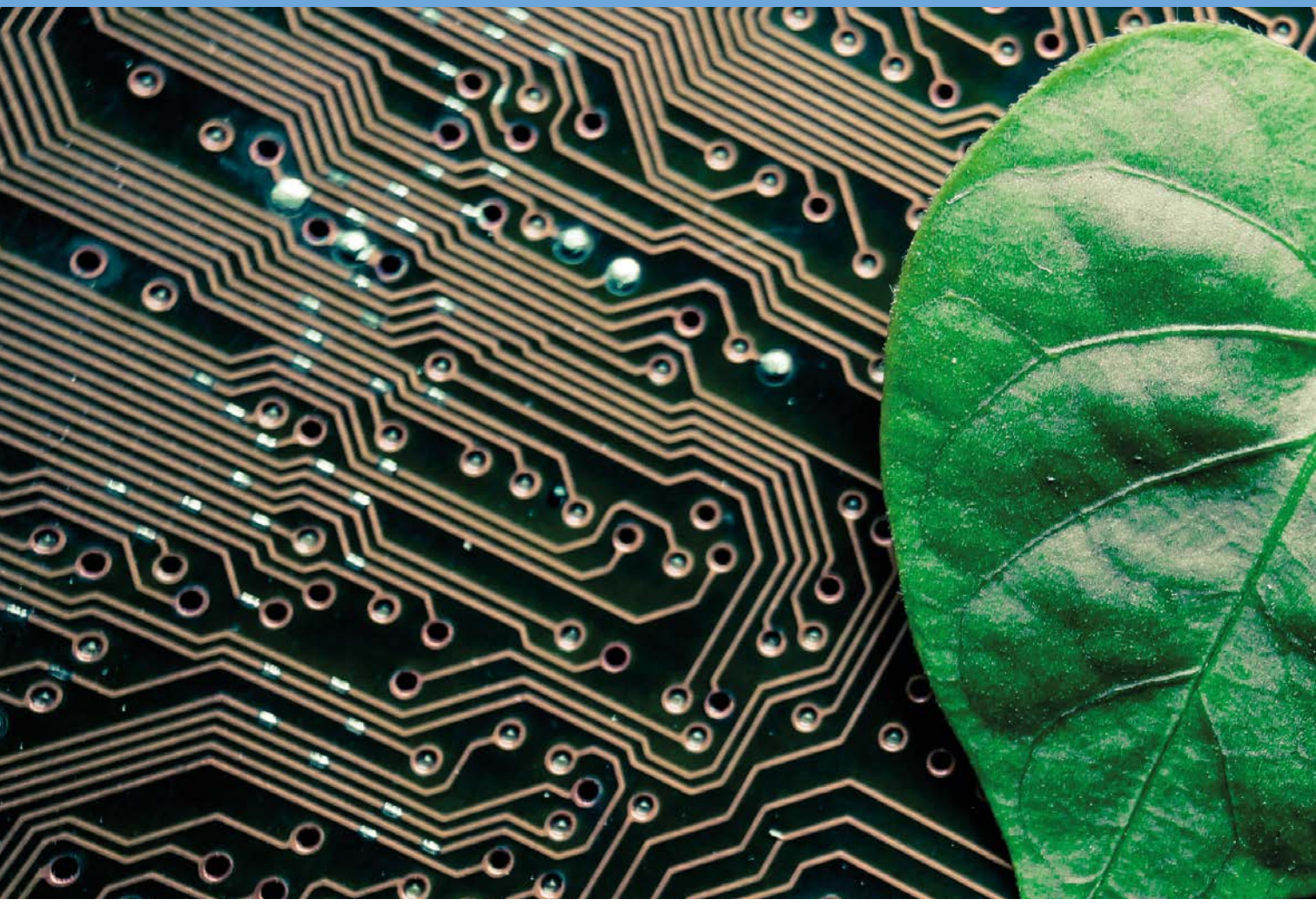
Entersoft is the first and only Greek company – and among a small number in Central & Eastern Europe – whose software has been certified by TEC. Entersoft Business Suite has been proven able to dynamically compete at an international level on business software field, further highlighting the company's extroversion.

«It's not hard to see why Entersoft's customer are very satisfied with the company, its products and its services. Organizations looking for an ERP solution that competes with larger, big-name vendors, like Microsoft, Sage, SAP, and Oracle but at a better price should include Entersoft in their selection process.»

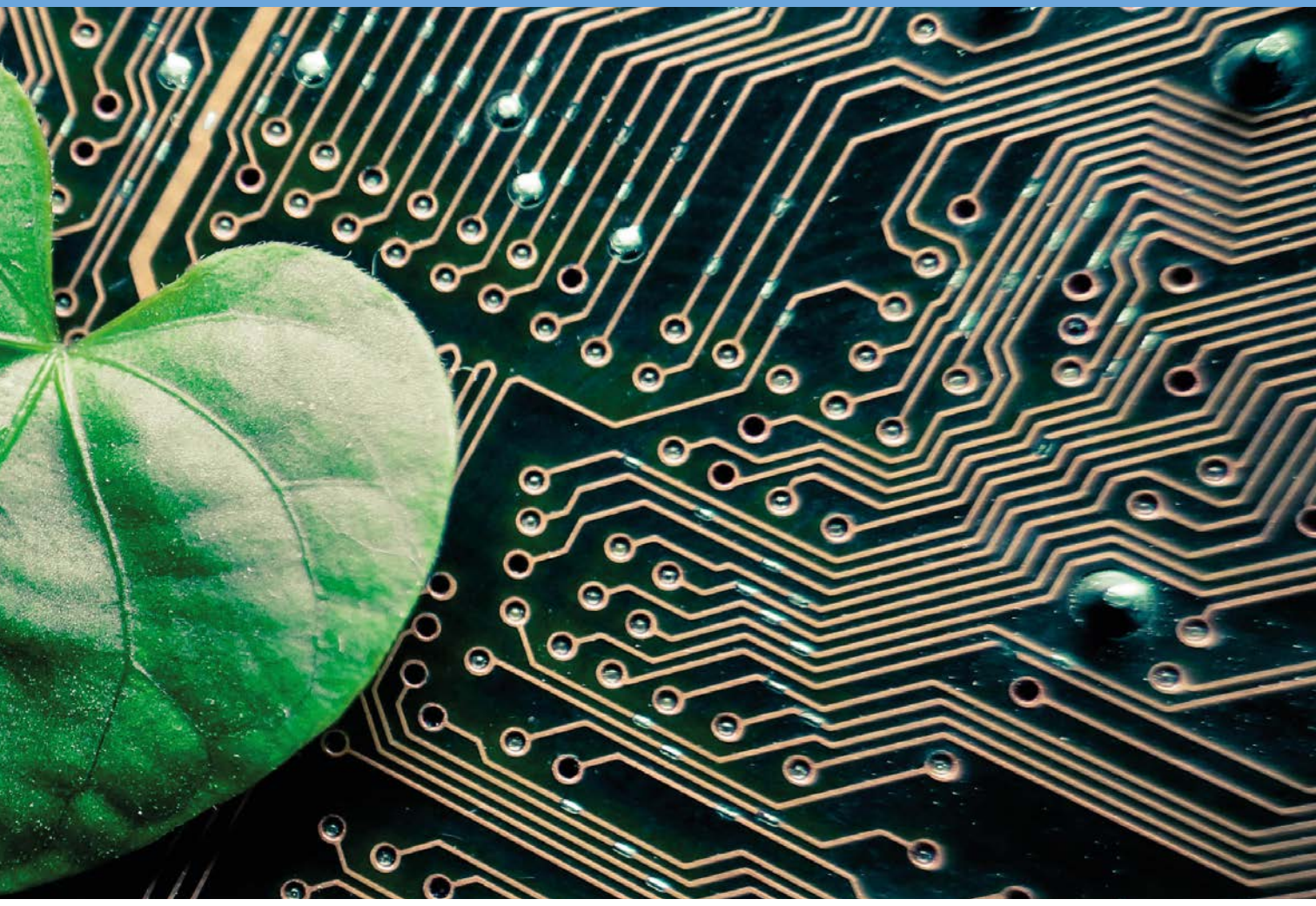
Ted Rohm, Senior ERP Analyst, TEC

CORPORATE RESPONSIBILITY:

Entersoft is an active member of society and the business community, with proven corporate ethics and responsibility. It has developed multi-dimensional social activities, both in its daily operations in a consistent and structured way before its **personnel**, **customers** and **partners**, and also through its choices to support society and **vulnerable groups**, as well as



the environment, through its cooperation and non-profit support of organizations active in such fields (Action Aid, WWF). It actively participates in educational programmes of undergraduate, postgraduate and PhD studies, as well as research and theses offering scientific and business knowledge. It also provides **free** software to a number of academic institutes, in order to enhance the capabilities of **new scientists** regarding modern IT systems.



INTERNATIONAL PRESENCE:

Entersoft has established subsidiaries in Bulgaria, Romania and the United Arab Emirates and exports to over 21 countries through representatives, actively seeking areas where its software will have the greatest impact, providing powerful and innovative solutions to ambitious enterprises.

Due to its extrovert policy, as well as the high level of the local support groups it has established, both large international organizations and Greek companies active abroad have trusted Entersoft and are using its solutions.

Software for ambitious enterprises

Athens: T: +30 211 101 5000, F: +30 211 1015005 | **Thessaloniki:** T: +30 2310 804840, F: +30 2310 804845
Sofia: T: +359 29 798 989, F: +359 29 753 976 | **Bucharest:** T: +40 21 230 12 01, F: +40 21 230 12 00 | **Dubai:** T: +971 4 551 9388
www.entersoft.eu | info@entersoft.gr