

ERP FOR THE 21st CENTURY

Modernizing Your Enterprise
Resource Planning Software

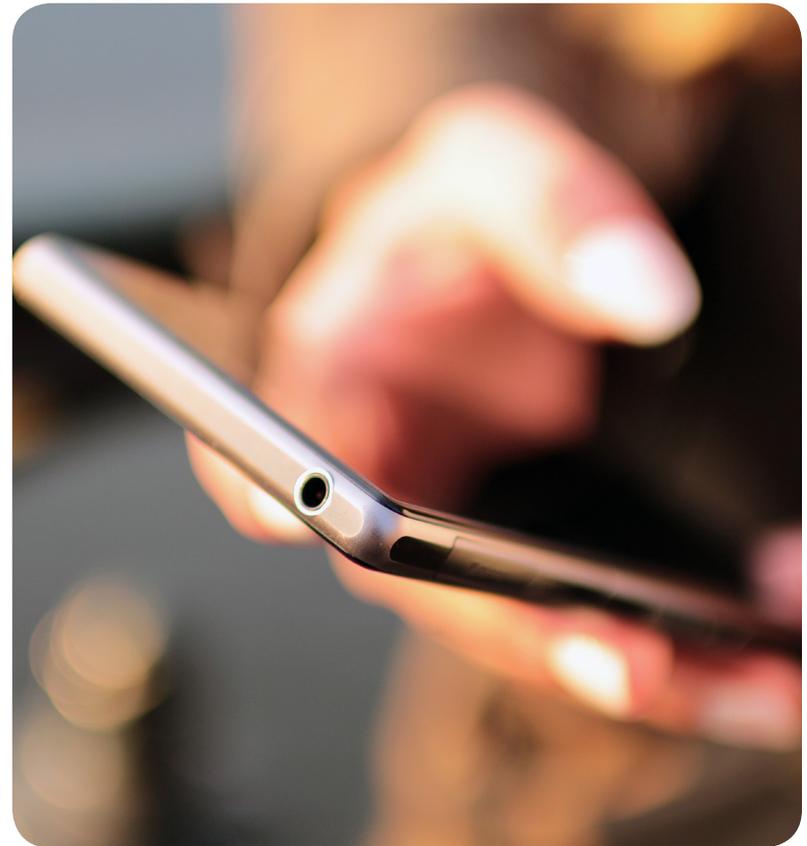
Nostalgia is for Cars, Not Software

When you think about the things that make you feel nostalgic, it's unlikely that outdated, inefficient software makes the list.

A classic car enthusiast can argue that, even though it's technologically inferior to its modern counterpart, a 1965 Mustang still has value. It looks cool. It's a connection to history. And if well maintained, it can even be a good investment. That same argument can't be made for ERP software—no matter how you look at it, what was really radical in the past just doesn't stack up to today's ERP.

What was really innovative and progressive ERP in the 1990s is no longer considered advanced software. Compared to the capabilities of today's ERP, it's clearly outdated. It lacks flexibility and mobility. It relies heavily on data entry. Its architecture isn't extensible. There was no open API in the nineties. System integration was very difficult.

Compare that to the ERP of today. The software is being written in more modern languages, similar to what you see in web languages. The focus is now on usability. You can easily integrate data across multiple functional areas because the software is being built from the ground up to be flexible and to accommodate and integrate with other products. And, of course, mobile is key in designing any modern software.



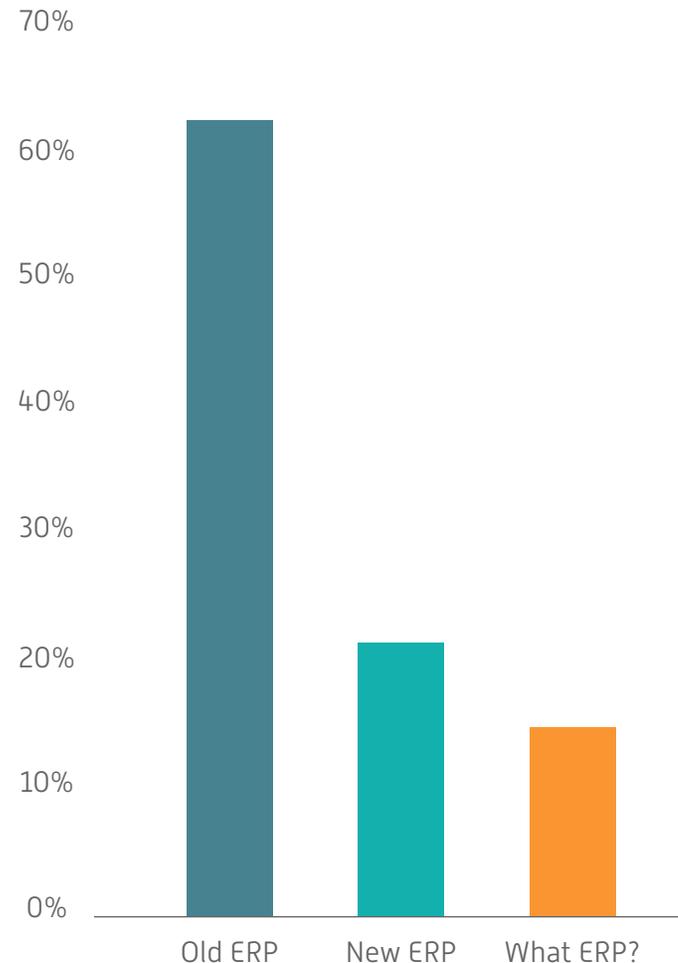
The Problems with Old ERP

In a world that thrives on new technology, you may be surprised by how many companies are running ERP solutions that are outdated, inefficient, and built for a completely different generation of software. During a recent webinar, we asked the audience to describe their current ERP solution. Over half—63 percent—classified their ERP as “old ERP.”

But the problems stemming from the use of old ERP can have significant impact on a business.

63% consider their current ERP solution to be “old ERP”

Would you consider your current ERP solution to be either “Old ERP” or “New ERP”?



Poll results taken from “5 Reasons to Use Automated Workflows in Your ERP Solution” webinar

Siloed Information

Because it lacks integration capabilities, old ERP causes the creation of information silos. Lacking the ability to integrate departments in real time, companies become reliant on “sneakernet” to transmit information, physically taking it from department to department. This is not only inefficient—it can be a recipe for disaster if key information is overlooked or not relayed in a timely fashion.



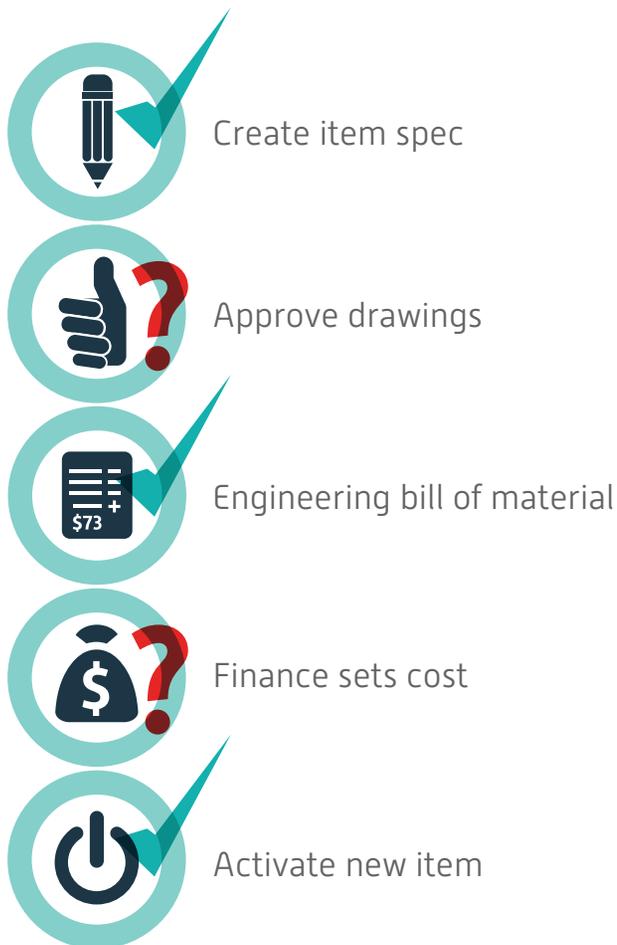
Scattered Information

Because old ERP lacks a central repository, information is everywhere. There is a disconnect between the people who work in the offices and those who work in the shops. Some data is on laptops, while other information resides solely in people’s heads. The amount of information that can simply walk out the door at the end of the day is tremendous—and, potentially, very dangerous for your business.



Lost Tasks

Because old ERP often lacks an auditable process trail, you run the risk of losing track of tasks. Things get hung up or simply overlooked, and the next thing you know, it's six months later and you realize that finance never approved the costs or the original drawings were never approved by engineering.



Accountability Issues

Finally, without an integrated system for tracking tasks and responsibilities in old ERP, there is a lack of accountability. When everyone assumes someone else is responsible for completing or following up on a task, it's often the case that no one actually takes responsibility.



The Benefits of New ERP

Modern ERP solutions address the problems with old ERP through three key features that focus on mobility, usability and integration.

Customer Relationship Management

Integrated customer relationship management (CRM) solves the problems of siloed and scattered information. Having CRM functionality built into new ERP solutions means that you never lose another piece of customer information. Every customer interaction is recorded in a single centralized system, which is constantly updated. The CRM is accessible from any device that has a web browser, so whether you use a desktop PC or laptop, or a mobile device like a tablet or smartphone, you can be assured you are seeing the most up-to-date account information.

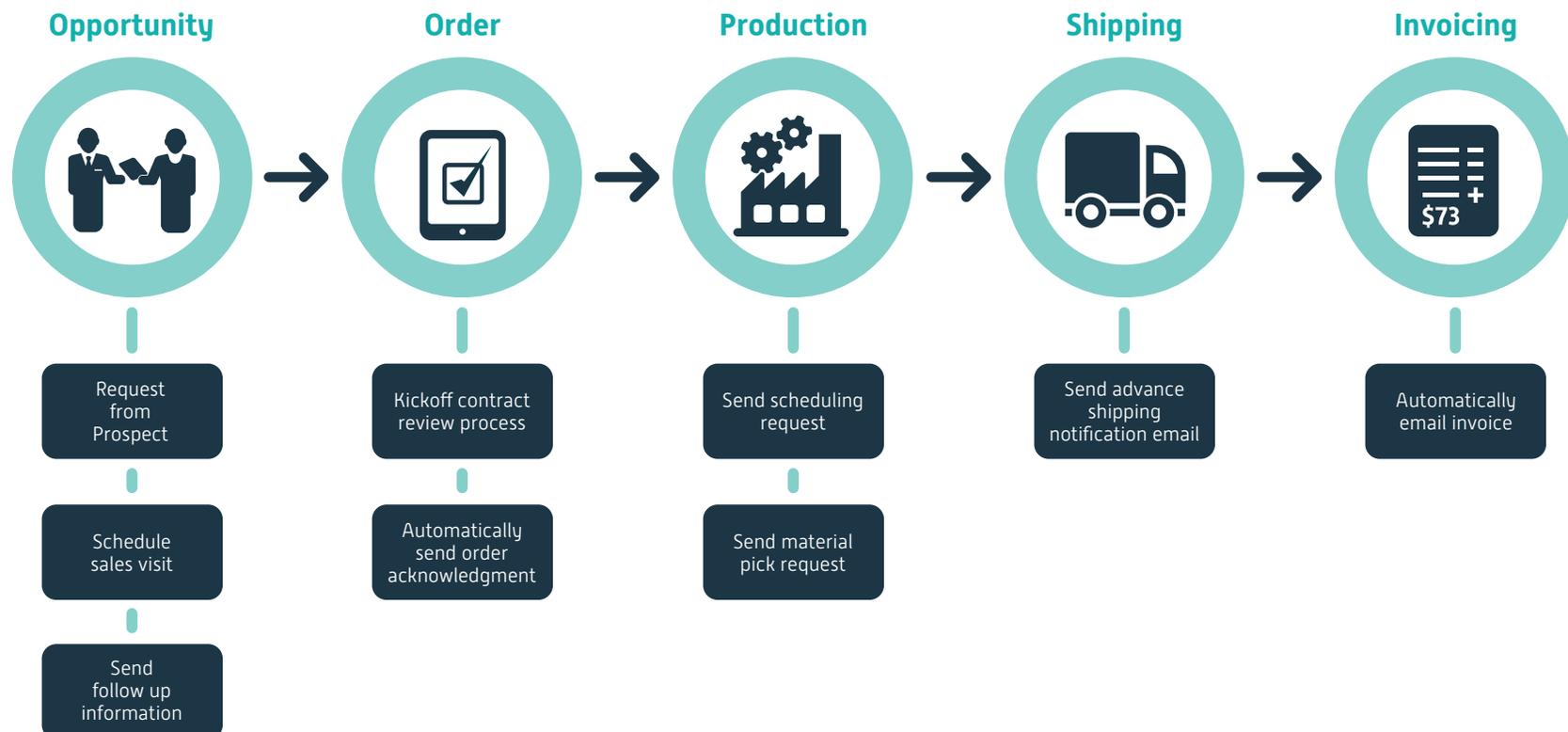


Automated Workflows

New ERP helps bring order and accountability to chaos by incorporating automated workflows. Once you set up a process flow, automatic triggers ensure each step in the process is followed in the appropriate order. Errors and redundancies are reduced because there is less manual effort required. Efficiency and productivity increase. Additionally, smart criteria allow you to set up alternate processes that can be followed if certain conditions arise. For example:

- Requests that exceed a certain dollar amount can be automatically flagged for approval by your CEO.
- Low inventory numbers can prompt a process to order additional quantities before proceeding.

The best thing about automation is that it's always on, always there, and always on top of your processes.



A Personalized User Experience

New ERP adds even more accountability by providing a more tailored user experience. It incorporates personalized workspaces that enable users to solve problems with specific roles in mind.

Personalized dashboards give you the ability to drill down into the contextual information on your screen, and take action on it right from your workspace. Through configurable menus and system tasks, these role-based workspaces can provide specific views, actions and workflows for roles such as management, sales, shops and human resources. Some new ERP solutions provide role-based workspaces out of the box, while a few even allow the user to configure workspaces that are unique to their specific needs, without the need for costly customization.

Each user has immediate access to real-time and relevant information and can transact in the areas for which they are responsible.



A Tale of Two ERP Solutions

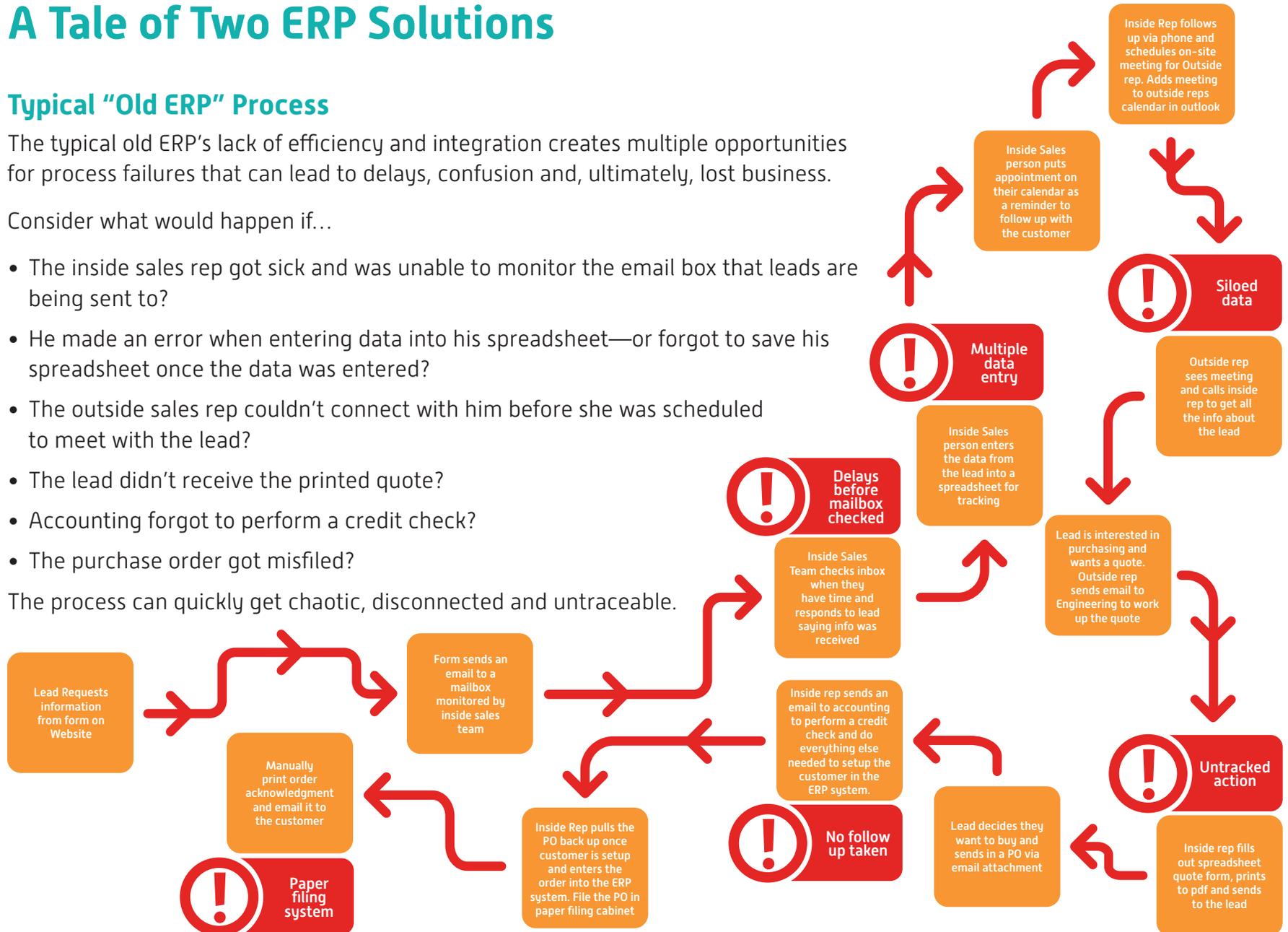
Typical “Old ERP” Process

The typical old ERP’s lack of efficiency and integration creates multiple opportunities for process failures that can lead to delays, confusion and, ultimately, lost business.

Consider what would happen if...

- The inside sales rep got sick and was unable to monitor the email box that leads are being sent to?
- He made an error when entering data into his spreadsheet—or forgot to save his spreadsheet once the data was entered?
- The outside sales rep couldn’t connect with him before she was scheduled to meet with the lead?
- The lead didn’t receive the printed quote?
- Accounting forgot to perform a credit check?
- The purchase order got misfiled?

The process can quickly get chaotic, disconnected and untraceable.

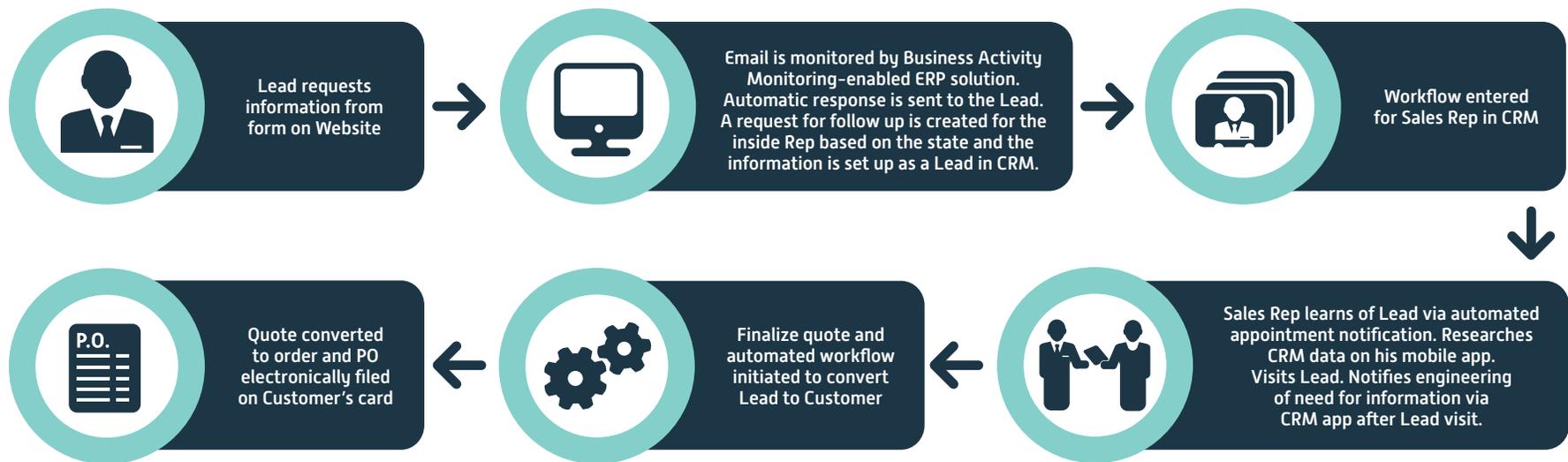


New ERP Solution

New ERP solutions bring order to this chaos by streamlining and automating the workflow:

- Lead requests are monitored by an automated tool, which sends a response to the lead, creates a record in the CRM and saves lead information.
- The system generates a notification and sends an appointment to the sales rep.
- The rep can look up lead details on her mobile device before meeting with the lead.
- Details are disseminated electronically based on information entered into the CRM.
- Quotes are finalized via an automated workflow that converts the lead to a customer, then files the PO electronically.

As you can see, excess steps as well as the more manual parts of the old process flow have been removed. New ERP incorporates business activity monitoring so that everything is traceable and trackable. The result is increased accountability, better documentation and electronic record storage.

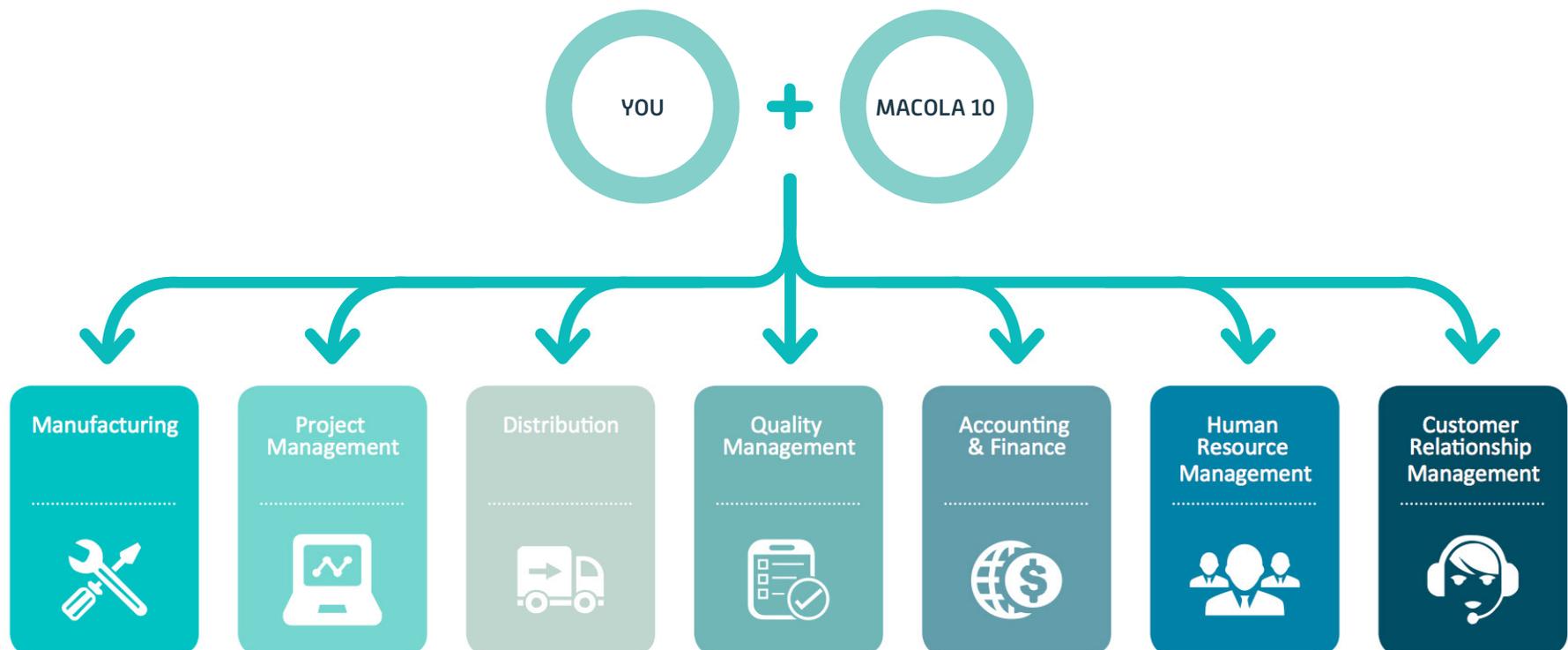


Macola 10: Your New ERP Solution

Our goal in creating Macola 10 was to create a system that makes your business more efficient and profitable.

Macola 10 includes the new ERP features outlined above—CRM, automated workflows and personalized workspaces—but we didn't stop there. We built in features to benefit every facet of a manufacturing or distribution environment.

Streamline your operations. Manage all of your key business functions. Increase productivity. Grow profitability. Bring your ERP into the 21st century with Macola 10.



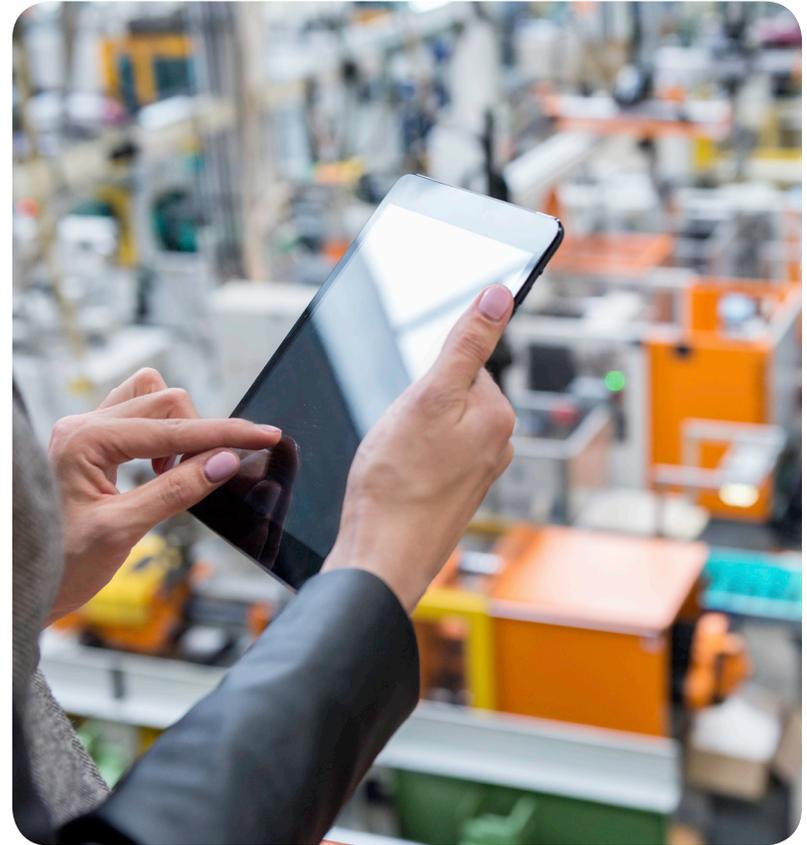
About Exceptional Software Solutions, LLC

Exceptional Software Solutions LLC is an ERP software solution provider of Exact Macola software, serving SMB manufacturers & distributors across the U.S. and Canada. The firm sells, services and trains customers on each ERP and CRM product line offered by Exact, including Exact Macola 10, Exact Macola ES, Exact Globe Next, Exact Synergy and companion solutions. With more than 300 years combined experience and some of the world's leading Exact Macola and Synergy experts on its team, the firm creates solutions for complex ERP technology problems. www.esoftsol.net

Macola is ERP and business software that manufacturers and distributors use to automate, manage and grow their businesses. The software empowers companies to take control of cost and complexity at every critical stage from design through delivery and see all facets of their business from a single application.

Macola is an Exact product. Exact builds business software for SMEs and their accountants. Our innovative technology is aimed at specific business needs, providing an overview of today and insights into the opportunities of tomorrow. Exact inspires businesses to grow. Our 1,600 employees love, share and support our customers' ambition. Like them, we aim high. Like them, we aspire to lead the way. That's how we know it's a bumpy road to success. And that's why we build software to help smooth it out, enabling our customers from all over the world to grow.

Macola. ERP and business software.



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