

Exact Solutions Provide Continual Support for The Continuity Company

TCC's tagline "changing customer behavior • increasing sales" is a tall order, and companies often succeed or fail depending upon how well they live up to the promises made by their taglines. But their marketing campaigns, for such demanding global clients as 7-Eleven, Tesco, Carrefour and energy mogul BP, were solid. In addition to program design and creative services, TCC's capabilities include reward sourcing and management, logistics, program management and often-critical program measurement and analysis. To fully capitalize on its wealth of experience and deliver value to clients, as well as maximize profitability, TCC's offices in Spain and the United States needed more support from the software operating behind the scenes.

The Continuity Company

changing customer behaviour • increasing sales

The Continuity Company, or TCC, headquartered in the Netherlands, is a top provider of retail marketing promotions programs, and has partnered with many of the world's major retailers. The company has steadily compiled respectable knowledge and expertise during the past two decades by creating more than 4,000 programs for clients. Operating in more than 50 countries throughout the Americas, Europe, Asia and Australia, TCC's global perspective provides its clients with a distinct competitive advantage.

www.contco.com



BUSINESS NEEDS

- Solution that can work with existing Windows, Novell and Excel components
- Ease of use and dependable service support
- The faculty to handily support multiple languages and information transfer between distant company subsidiaries
- Flawless tracking of all logistics and financials and accounting processes

SOLUTION

- Exact Globe delivers superb ERP capabilities
- Superb after-the-sale support during time-sensitive, multi-country rollout ensured customer satisfaction
- Instantly accessible records spectacularly improves relationships with clients

BENEFITS

- Seamless integration with existing systems
- Dramatically improved reliability enables better process management
- Internet facilitated, real-time information availability
- Globally standardized solution ensures ongoing compatibility between subsidiaries
- Fast access to critical real-time information

“Our daily operations are complex, dynamic and demanding. Thanks to Exact Globe we have improved our administrative performance and become more efficient in our business control and management. Exact Globe has proved to be a perfect ally to provide a better service to our customers and prepare and execute reporting activities for our Headquarters”

Cesar Canelada, Financial Manager

EXACT EXCELS IN THE REPEAT BUSINESS BUSINESS

TCC initially installed Exact for Windows in 1998, and when it was time to upgrade they considered three competing systems before once again choosing Exact’s stellar solution Exact Globe. It was a perfect fit to work with TCC’s existing Novell server environment, and TCC quickly employed Exact Globe to manage company financials and accounting, as well as logistics, which included all sales and purchasing. TCC could have chosen any number of competing solutions to which to entrust their business, but to ensure success they once again chose Exact and Exact Globe for, among a host of other reasons, its globally standardized solution, the reliability and instant availability of real-time information and the accelerated implementation time.

THE RIGHT ACCOUNTABILITY FOR ACCOUNTING

Sales, marketing and financial processes had to be perfectly transparent and perfectly accurate — with around-the-clock access to real-time company information from anywhere and everywhere. Exact Globe fit the bill, handily coordinating accounting and financials, as well as such crucial business components as stock movement and inventory.

FAST ROLLOUT IN MULTIPLE COUNTRIES

The countries selected for the rollout of Exact Globe were TCC offices in the United States and Spain, with testing planned soon thereafter for the United Kingdom. The result was textbook perfect: efficient consulting at every turn and solid support when it was needed. According to TCC’s staff, Exact Globe is a hit: As well as being a boon to logistics and financials processing, the software is easy to work with, and the Excel Add-in module is “the perfect tool!”

A WORLD OF KNOWLEDGE AROUND THE GLOBE

With one central, Internet-enabled database, consistent input screens and an innovative transaction table, Exact Globe gave TCC unprecedented control over ERP, HRM, CRM and much more. Financials and accounting, inventory and stock movement and client account tracking are accessible whenever needed using online reports, giving TCC management and staff immediate, global insight into all business activities. With Exact Globe, such crucial supporting functions as project management and MRP planning helped TCC coordinate actions much faster and more effectively, enabling them to better respond to client needs.

EBM-Papst Enhances Competitive Ability With Exact

Driven by continual growth, the need for EBM-Papst Ventilator (Shanghai) to develop effective communications channels between its finance, manufacturing and sales departments was increasing. Implementing Exact's ERP system Exact Globe allowed the Chinese electromotor and fan producer to enhance the sales and service business between EBM China and EBM-Papst Globe, enhancing the company's overall competitive ability.

ebmpapst

Founded in 1963, EBM Co., Ltd., headquartered in Baden-Württemberg, South of Germany, has long dedicated its business to manufacturing electromotors and fans. During the 1990s Papst and MVL were purchased to expand the group company, and today the EBM-Papst group is the lead supplier of electromotors and fans, with more than 40 subsidiary companies and sales branches worldwide and nearly 10,000 employees. EBM-Papst Ventilator (Shanghai) Co., Ltd., founded in 1996, is the first subsidiary company in China. In order to concentrate more on production, EBM-Papst Electrics (Shanghai) Co., Ltd. was established at the end of 2000, followed by the creation of EBM-Papst Motor (Shanghai) Co., Ltd. in 2005.

www.ebmpapst.com.cn



BUSINESS NEEDS

- Streamlined communications between finance, manufacturing and sales departments
- Integration of workflow and implementation of management system to facilitate real-time information sharing
- Enhanced sales and service business between subsidiaries

SOLUTION

- Implementation of Exact Globe, including finance, distribution, manufacturing, analytical accounting and CRM modules
- Exact Globe-facilitated integration of information from different divisions, departments, suppliers, customers and resellers

BENEFITS

- Improved business management and reduced workload
- Stock status transparency, effective management of manufacturing planning, cost control and increased reporting system efficiency
- Management of information from sales channels, marketing and customers
- Fostered sales and service business between EBM China and EBM-Papst Globe
- Enhanced overall competitive capability

“Exact software provides an optional serial module that can be implemented on demand. It allows us to enhance our business management and to significantly reduce daily workloads.”

Michael Xiao, CFO
EBM-Papst Ventilator (Shanghai) Co., Ltd.

FOLLOWING A SUCCESSFUL EXAMPLE

EBM-Papst Ventilator (Shanghai) Co., Ltd. reports impressive sales figures in China and Asia, and they continue to grow rapidly. “What we needed were smooth communication channels between our finance, manufacturing and sales departments, with information to be shared in real-time”, explains Michael Xiao, CFO of EBM-Papst Ventilator (Shanghai) Co., Ltd. In 2000 the headquarters of the EBM-Papst group successfully implemented Exact Software’s logistics and manufacturing module for its finance department. “The ERP project in China was the logical outcome of successful implementation at our headquarters and employing the E-business workflow within the company”, says Xiao.

DECIDING FOR EXACT GLOBE

“The competitive enhancement provided by the new software, resulting from improving information management, was a crucial aspect in the software evaluation process”, says Xiao, “just like the ability to retrieve data easily and to provide results on our company website”. After carefully considering existing management software compatibility, system standardization, implementation process flexibility and the future growth capability of the company, EBM-Papst Ventilator (Shanghai) Co., Ltd. chose Exact’s ERP software Exact Globe because of its ability to integrate information from different divisions, departments, suppliers, customers and resellers while also facilitating planning, control and analysis. Xiao continues, “What we really appreciate about Exact software is that it allows individual adaptation to respective needs.

For example, when we perform customized configurations in our manufacturing model we can specifically target our company requirements. Also, Exact software provides a serial module that can be selected and implemented on demand, allowing us to enhance management of our business and to significantly reduce daily workloads.”

ENHANCED OVERALL COMPETITIVE ABILITY

EBM-Papst Ventilator (Shanghai) uses the consistent data platform to integrate different departments and subsidiaries to maximize benefits from transparent stock status, effectively manage manufacturing planning, control costs and provide an efficient reporting system. “The benefits of the new solution are many”, says Xiao. “We use it not only for planning and controlling finance, purchase, sales, inventory, manufacturing, HRM, MRP and project management, but also for the management of information from sales channels, marketing and customer requirements. For example, we synchronized our global planning to confirm we are shipping on schedule. This allows us to immediately analyze information and take quick action, a necessity for surviving in an increasingly competitive market. The use of the Internet adds an additional level of quality: Both customers and resellers have access to the online forum, and finance consolidation and knowledge management also can be accomplished via the Internet. Since implementing the ERP system we have not only improved our overall business management, but also fostered the sales and service business between EBM China and EBM-Papst Globe, enhancing the competitive ability of the company.”

Software Individually Customized for Calmit Hungária

The development of a special, customized interface facilitating communication between Exact Globe and Calmit's proprietary software enabled the lime products manufacturing company to fully integrate financials and logistics. Improved efficiency, evidenced by considerable time savings and reduced productivity requirements — as well as precise and flexible reporting — are among the primary benefits.



Calmit Hungária Kft. is dedicated to the production of lime products. At the Lábatlan plant, Triassic limestone from the Kecskékő quarry is processed into high quality lime products, including coarse, crushed and several ground varieties. In the latter part of 2003 Calmit was acquired by the Baumit group and now operates under the name Calmit Hungária Kft. The acquisition of several European industrial plants is expected to enable Baumit to establish a secure position in the region.



BUSINESS ISSUE

- The sales force was using an inefficient DOS-based system for administration and Microsoft Excel spreadsheets for reporting purposes
- Calmit required a standardized yet flexible reporting system to accommodate its multilingual business environment
- A need was defined for reliable and accurate administration and uncomplicated procedures

SOLUTION

- Back office component Exact Globe for Financials and Logistics (Sales and Purchase) was employed to support pricelist handling, supply registration, financial management and administration and sales support, as well as invoicing
- Total integration was achieved through development of a customized interface to communicate between Exact Globe and Calmit's proprietary software

BENEFITS

- Improved efficiency created by increased transparency, evidenced by considerable time savings and reduced productivity requirements
- Quicker and easier completion of sales, finance and logistics tasks
- Easy accessibility of data, facilitating precise and flexible reporting in real-time
- Immediate insight into processes, eliminating redundancy

“We were truly impressed by the vast expertise of the Exact consultant and his proactive approach. This made the challenge of implementing a new software a rewarding experience.”

Zsolt Kiss, Marketing Manager
Calmit Hungária Kft.

SALES FORCE REQUIRED A RELIABLE AND FLEXIBLE SOFTWARE SYSTEM

When Calmit was acquired by the Baunit group, and the company immediately became part of a multinational company with IT systems already in place. Calmit had to quickly ensure its administration, bookkeeping and data services systems were compatible with the new owner's systems. “At that time we worked with a DOS-based system for administration and used Excel spreadsheets for reporting purposes,” recalls Zsolt Kiss, Calmit's Marketing Manager. “As you can imagine, this system was insufficient and did not allow us to work effectively. This is why we were looking for a standardized but flexible reporting system that also accommodated the requirements of our multilingual business environment. We expected the new software to perform reliable and accurate administration while keeping procedures simple.”

EXCELLENT COOPERATION BETWEEN CALMIT AND EXACT

As a result, Calmit decided to replace its DOS-based accounting system with Exact Globe for Financials and Logistics. But Exact's powerful and practical solutions were not the only reason Calmit chose Exact Software: “Its highly professional consultants, as well as the accelerated implementation timeframe, were additional and important factors in our decision process,” says Kiss. “We knew with Exact we wouldn't get just another software solution, and we were right. Exact came up with new ideas and suggestions that we further developed together in an exchange of knowledge and experience. We were truly impressed by the vast expertise of the Exact consultant and, together with his proactive approach, this made the challenge of implementing a new software a rewarding experience.”

EXACT GLOBE INTEGRATES LOGISTICS AND FINANCIALS

Calmit found its customized solution in Exact's back office component Exact Globe, a traditional Enterprise Resource Planning (ERP) system supporting the needs of sales, accounting, purchasing and manufacturing. “From the very first review it was clear the features of Exact Globe precisely met our requirements,” says Kiss. “Sales support, pricelist handling, supply registration, financial management and administration, as well as invoicing, are all covered — and logistics and financials are fully integrated. And to top it off, it provides a high degree of user-friendliness.”

INDIVIDUALIZED, CUSTOMIZED CONSULTING

“The Exact consultant quickly figured out our internal processes and tailored an individually customized solution for us,” says Kiss of the flexible approach and individual support Calmit received. “He did a very creative job and developed a special interface to the proprietary software we use to measure the limestone. This interface communicates with Exact Globe and the other software to facilitate total integration.” Because of the excellent cooperation between Exact's primary project consultant and Calmit, the transition was a smooth and fluid process and, after a total implementation time of three months, Calmit went live in April 2005.

INCREASED TRANSPARENCY IMPROVES EFFICIENCY

“In all areas, the software brought tremendous improvements in terms of efficiency, and all our users are very satisfied with the system, as it eases their daily work,” says Kiss, as he outlines some of the many benefits Calmit gains from the new system. “Just take, for example, sales. The old system was very confusing and, now that structures and processes are much clearer and transparent, tasks can be completed quickly and easily. The same goes for price handling in finance. Or look at logistics: administration became much more precise and, at the same time, less time-

consuming. Although we once needed five employees in administration, now only three manage the same business volume. These time and productivity savings have considerably impacted our business, allowing us to accomplish more faster and easier. The total integration of our software plays a decisive role in achieving these improvements. Thanks to the Exact system, all data are easily accessible with precise and flexible reporting in real-time. Now processes are immediately visible and there is no parallel work. For example, the accountant does not have to deal with logistics because it is integrated and automated. In total, it’s a huge step forward.”

Real-time Information Accelerates TACOMA

The ERP system used by TACOMA Business Services s.r.o. was no longer up to the task. To improve its project management, documents and controlling, Exact Synergy and Exact Globe were implemented to capture and make available critical, real-time business information, resulting in accelerated processes and the ability to make decisive moves in an expanding, demanding market.

TACOMA



TACOMA Business Services s.r.o., based in Prague, specializes in providing comprehensive services to medium and large companies, including multinational companies and international investors operating within the Czech Republic, in such areas as mergers and acquisitions, corporate finance, valuation, tax and trust, corporate shells, auditing and accounting and payroll consulting. In business since 1993, and with a dedicated team of 120 expert specialists, TACOMA currently is one of the foremost consulting firms operating in the Czech market.

www.tacoma.cz



BUSINESS NEEDS

- New system needed for project management, documents and controlling
- Specialized support for consulting and unique services model
- Better system to evaluate core business activity
- Ability to better manage projects

SOLUTION

- Classical front-end e-Business solution Exact Synergy makes corporate information accessible via an intuitive, Web-browser-based interface
- Back office component Exact Globe automatically integrates financials and accounting and project management into a single database accommodating data-processing in real-time
- Standardized technology platform is compatible with existing IT applications

BENEFITS

- Complete integration of company information and processes
- Facilitated management and real-time information sharing
- Enhanced oversight of company processes
- Accelerated decision-making
- Enabled ongoing evaluation of core business activities

“Synergy is an exceptional company management system, unique in both complexity and vast parameterization support.”

Marek Rosenbaum, Managing Partner
TACOMA Business Services s. r. o.

IMPROVED TIME AND PROJECT MANAGEMENT NEEDED

TACOMA had a successful formula in place, but it took Exact solutions to maximize company efforts. After carefully evaluating three competing systems, TACOMA executives chose Exact Synergy and Exact Globe based on the two solutions' abilities to improve a wide range of parameters related to time and project management.

ADVANTAGES OF EXACT SYNERGY AND EXACT GLOBE

Exact Synergy, a powerful, web-based front-end e-Business solution, provides TACOMA's employees with real-time access to workflows, financials, projects, resources, asset information, e-mails, documents and other relevant information throughout the entire organization — all located within one multifunctional database. With one central, Internet-enabled database, consistent input screens and an innovative transaction table, the client back-office application Exact Globe gives TACOMA unprecedented capabilities to improve ERP, HRM, CRM and much more.

A LONG LIST OF REQUIREMENTS

TACOMA had a comprehensive list of requirements for Exact Synergy and Exact Globe, and both solutions were required to function seamlessly with the system

environment already in place: Microsoft SQL Server, Microsoft Windows Server 2003 and Microsoft Windows XP. Exact Synergy was going to be depended upon to process, organize and subsequently provide real-time access to a wealth of data related to HRM, CRM, documents and financials, as well as to improve workflows, time management, purchase management and improve project oversight. Exact Globe was the essential solution to provide rock-solid back-office administration to support company financials and accounting and streamline management of services and projects.

A SMOOTH, TWO-PHASE IMPLEMENTATION

TACOMA chose to implement Exact Synergy and Exact Globe in two sequential phases. The first phase involved a limited implementation designed to improve critical workflows. The second phase of the rollout, completed in October 2006, was significantly more complex: involving integration with TACOMA's CRM, documents, a wide range of projects, controlling and other aspects of company business. Complete implementation was achieved in six months.