



Above the crowd

Fully integrated enterprise software system Eniteo strives to stand out

Standing out in a crowd. It's not easy, yet it's a singular goal for any business unsatisfied with providing more of the same. Many try, but few offer inherently different products.

Enmark Systems Inc., Ann Arbor, Mich., is an exception to the rule thanks to its aggressively distinctive, fully integrated enterprise software system Eniteo. Top to bottom, the streamlined, Windows-based management system complements the complex needs of the metals service center industry while being easily manageable and configurable.

Windows of opportunity

In 2004, Enmark launched its Eniteo system as a Windows-based software, allowing users all the advantages of the world's most popular interface.

"The idea is to take this system to a more powerful and user-friendly environment," says John Bilek, president. "Eniteo is being embraced by the service center industry. People that see it grasp it right away. Our customers see the benefit of our software's efficiency and how simply their business can run using it."

Fundamentally, Eniteo is distinctive in its vertical focus; it's tailored specifically for metals service centers. Other software systems try to work in multiple industries, sometimes resulting in inadequate solutions.

Where Eniteo stands out among its competitors is its Windows-based interface, which offers point-and-click functionality and immense flexibility through its Command Center, which is designed to expedite a service center's selling process.

"Eniteo is superior in terms of speed when it comes to quote-and order-entry efficiency," says Bilek. "For customers that have used other software, a standard four-line quote/order might take them five to eight minutes to process. With the Command Center selling system, that order is entered directly by sales and will only take 60 seconds to complete and deliver. This efficiency has created some of the highest 'hit rates' in the business, which means more sales closed faster."

The simplifying of such tasks as quote and order entry, certification management, purchasing, receiving, shipping, billing, inventory control, A/R, A/P and G/L combine with other

Windows-based benefits, such as complete compatibility with Microsoft Office, a full report-writing system that allows users to tap SQL code, and full Web-enablement that allows access to the system's data at any time, day or night.



A profusion of functions

The list of specific Eniteo functions is long. It includes paperless document management control, a mulitng processing system tied to the quoting system, and a fully integrated accounting system that hosts an inventory and freight vouchering and variance adjustment system that manages inventory and order costs. Transaction data is tracked in each module for accountability and historical reference purposes.

What's more, with a subscription, a user will receive all updates

and newly developed features as they're released for no additional cost, allowing Eniteo to grow and advance with the company and the marketplace. And with Microsoft-certified engineers and a complete software development team on staff at Enmark, users can look to Enmark for IT assistance and maintenance when Eniteo is packaged with one of the various service plans.

In terms of speed, usability and flexibility, Eniteo certainly seems to have a leg up.

"Eniteo is the fastest order entry system of any that we've looked at," says David Feinstein, CFO of Klein Steel, Rochester, N.Y. "We do business with customers in real time, so we need to have the computer system fly as fast as the customer's mouth is flying. It's critical to us that the customer doesn't have to wait and has immediate access to inventory and to all the information he or she needs."

When a company succeeds at standing out, it's almost always due to diligence, innovation and a dedication to quality. Eniteo aims to fully serve the metals service center industry and in turn, stand apart from the crowd. ■

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