



FUTURE-PROOF YOUR DEALERSHIP



ENTERPRISE DEALER MANAGEMENT PLATFORM

TURN TECHNOLOGY INTO A COMPETITIVE ADVANTAGE



CUTTING EDGE TECHNOLOGY & DEEP INDUSTRY EXPERTISE

e-Emphasys Technologies is the leading supplier of enterprise dealer management software for equipment dealers and rental companies. Our modern, end-to-end platform is available on any device, browser or database, empowering you with a unified, real-time view of your data – wherever you are.

The e-Emphasys Dealer Management Platform incorporates a full suite of best-in-class technology including Business Intelligence and Reporting, CRM, Mobile Field Service Applications, Inspection applications, eCommerce Customer Portals, RFID, Artificial Intelligence, IoT and Telematics.

e-Emphasys has worked exclusively with equipment dealers for nearly 20 years, and have developed a repository of over 400 best business practices learned from working side by side with some of the world's leading dealerships. e-Emphasys has a proven track record of customer success and return on investment across the globe, with customers in nearly 20 countries.

FUTURE-PROOF YOUR BUSINESS & CREATE A SUSTAINABLE COMPETITIVE ADVANTAGE

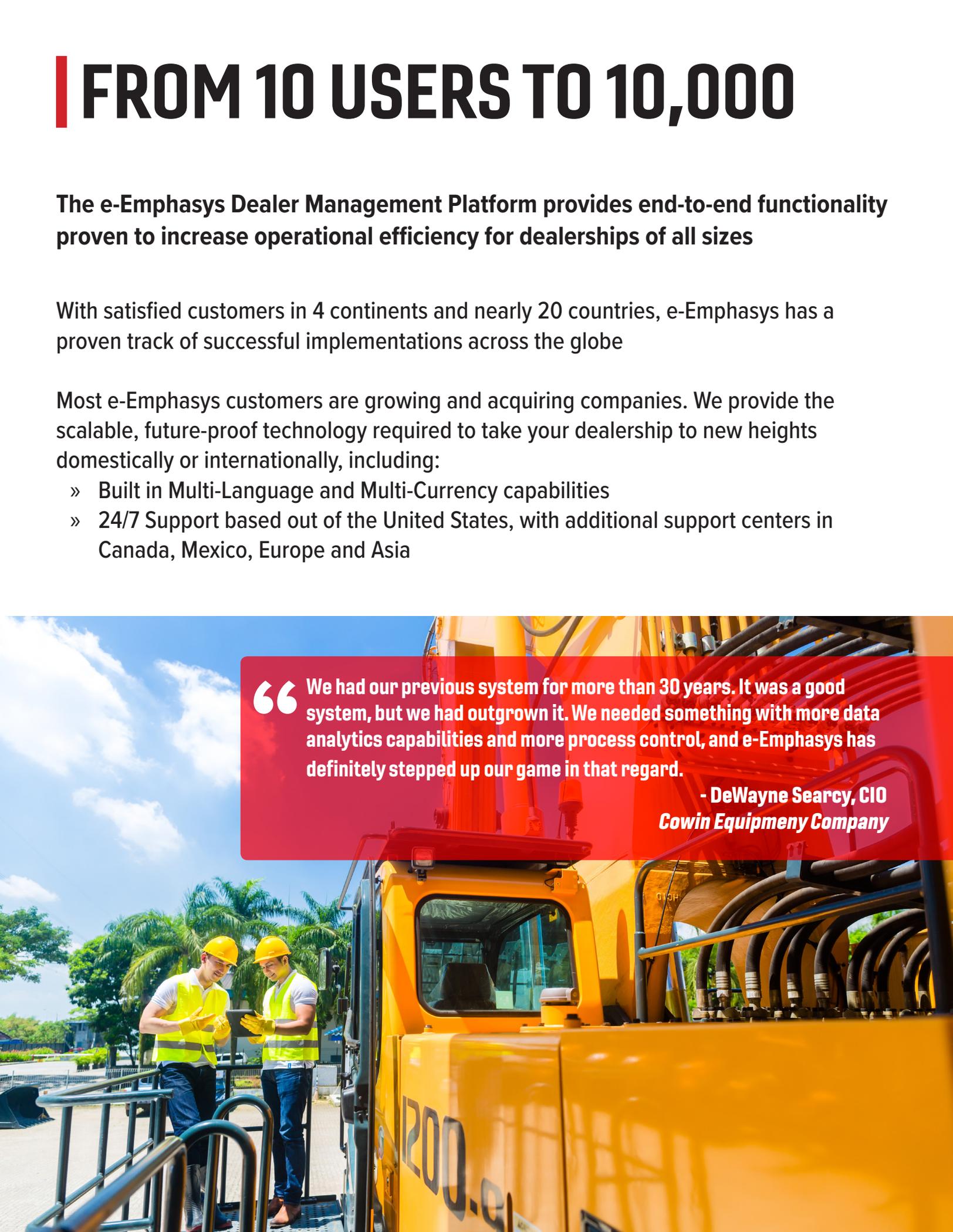
FROM 10 USERS TO 10,000

The e-Emphasys Dealer Management Platform provides end-to-end functionality proven to increase operational efficiency for dealerships of all sizes

With satisfied customers in 4 continents and nearly 20 countries, e-Emphasys has a proven track of successful implementations across the globe

Most e-Emphasys customers are growing and acquiring companies. We provide the scalable, future-proof technology required to take your dealership to new heights domestically or internationally, including:

- » Built in Multi-Language and Multi-Currency capabilities
- » 24/7 Support based out of the United States, with additional support centers in Canada, Mexico, Europe and Asia



“ We had our previous system for more than 30 years. It was a good system, but we had outgrown it. We needed something with more data analytics capabilities and more process control, and e-Emphasys has definitely stepped up our game in that regard.

- DeWayne Searcy, CIO
Cowin Equipmeny Company

YOU'RE IN CONTROL UNTETHER YOUR DEALERSHIP

65% OF THE WORLD'S INFORMATION IS
CONSUMED BY MOBILE DEVICES

Leading companies are leveraging real-time data to increase efficiency and improve customer experiences.

e-Emphasys is the industry's only modern dealer management platform available on any device, browser or database. Security and uptime is guaranteed with North American hosting provided by Rackspace and Amazon Web Services. In addition to cloud hosting, we allow clients the flexibility of hosting on-site if they prefer. Robust, state-of-the-art architecture allows you to choose how you want to do business – any phone system, credit card processor, database...it's your choice!

e-Emphasys untethers your dealership, turning technology into a competitive advantage – wherever business takes you!





“ e-Emphasys has changed the way we do business in a number of ways. I use the Business Intelligence dashboards from e-Emphasys every day. It’s a refreshing change from the past where I would generally ask once or twice a month how things were going. One of the first things I do when I wake up in the morning is look at my phone and see what we billed the previous day. I can look at KPI’s for different locations, I can use the system to see reports. We’re much more paperless. Everything flows through the system and is integrated into the system so everyone can see it.

**- John Kimball, President
Kimball Equipment Company**

CHOOSE HOW YOU RUN YOUR BUSINESS

Align Your Operations with Your Business Strategy

e-Emphasys has spent the last 20 years working alongside some of the equipment industry's leading dealerships and rental companies. We've listened, we've learned, and we've developed and enhanced our product based on feedback from dealers like you.

We've developed over 400 Equipment Industry Best Practices based on dealer feedback – all integrated into the software from day one



Combine Your Processes and Best-Practices from Industry Leaders

e-Emphasys allows you the flexibility to define and fine-tune your existing process, ensuring plans made in the boardroom are carried out on the shop floor. Dealers can also choose from hundreds of integrated Best-Practices learned from some of the world's leading equipment dealers.

“*Our legacy business system was a major impediment. We had no option but to follow the process defined in the software. e-Emphasys was a paradigm shift for us. Built in Best Practices helped us immensely to drive efficiency at every level of our operation.”*

-John Coughlin, President, Linder Industrial Machinery Company

THE INDUSTRY'S FASTEST RETURN ON INVESTMENT

e-Emphasys has a Proven History of On-Time and On-Budget Implementation, whether your dealership has 10 users or 10,000+

Our unique Business Process Modeling Tool is the driving force behind our implementations – proven to shorten training time, tighten controls, and help to establish best practices across the entire organization

“ e-Emphasys ERP enabled us to get our implementation done on-time and on budget. This is critical because it allowed us to experience ROI quickly. We understand that some systems take as long as 12 to 30 months to implement. In comparison, our implementation of e-Emphasys ERP took only four months.

- Peggy Smith, CFO
Linder Industrial Machinery Company



OUR COMMITMENT TO THIS INDUSTRY

Maximizing efficiency and profitability

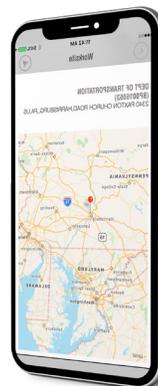
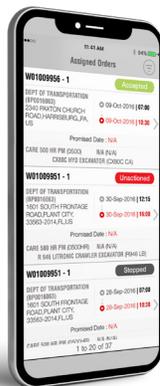
We are exclusively focused on helping Equipment Dealers and Rental Companies drive efficiency and profitability

“ I would highly recommend e-Emphasys to other dealers. What I like about the e-Emphasys company itself, is that they're investing heavily in research and development for future enhancements.

-DeWayne Searcy, CIO, Cowin Equipment Company

We provide you the industry's most robust, comprehensive, and profit-producing dealer management software - now and in the future

- » We re-invest our profits in product development
- » We have over 200 developers dedicated to this industry
- » Continuous product enhancements – e-Emphasys published 12 software enhancement releases in the last year alone
- » Speed of development – Our modern architecture and industry leading development team allow us to bring you the functionality you need – in a fraction of the time



TAKING ON THE INDUSTRY'S BIGGEST CHALLENGES

Keeping you ahead of the curve

Technology is changing faster than ever. We provide the solutions you need to stay ahead of the curve and provide outstanding customer service.

e-Emphasys' fully-integrated, real-time Dealer Management Platform provides a single source of truth for dealers. Real-time access to information across departments improves customer service and operation efficiency. Timely access to data and analytics empowers dealerships to become data-driven organizations and become proactive, rather than reactive.

We are developing next-generation solutions using advanced technology such as Artificial Intelligence, Machine Learning, IoT, Telematics and Mixed Reality. Products like the AI enabled eService Virtual Assistant have been developed to solve challenges such as the shortage of skilled technicians.



CUSTOMER TESTIMONIALS

“ It was very important to me to improve the analytics and understanding of everything we were doing rental wise. Among our choices for software, e-Emphasys stood out as best analytics. e-Emphasys was the consensus choice among our team.



- **Jamie Cowin, President**
Cowin Equipment Company

“ e-Emphasys has cut our service administration expense by at least 50 percent. I would say the reduction in time with e-Emphasys in generating financials is 70 percent or greater. Things that used to take two departments several days going back and forth now take, in some cases, 10 to 20 seconds.



- **John Kimball, CEO**
Kimball Equipment Company

“ Our customer satisfaction with e-Emphasys has definitely increased as we are able to get information. We're able to get real-time looks at inventories and get answers to our customers when they're sitting right in front of us in the office.



- **Jon Shilling, CEO**
General Equipment & Supplies

“ Pre e-Emphasys, our technicians were spending hours and hours on their paperwork every day. Post e-Emphasys, they're spending approximately 15 to 30 minutes a day getting all their paperwork done.



- **Steve Stafki, VP of Service**
General Equipment & Supplies

“ Our revenue, particularly in service, has increased 30% this year. One of the areas that has helped us tremendously is the eServiceTech. Being able to manage labor day by day without paper has improved that process greatly.



**- Brian Loderhose, VP of Product Support
Van Keppel Equipment Company**

“ Alta’s selection process was designed to find a comprehensive and flexible solution, capable of addressing all our business requirements. Our evaluation process revealed the best ERP to support our business needs, from a partner with long-term vision for this industry.



**- Ryan Greenawalt, CEO and President
Alta Equipment Company**

“ With e-Emphasys we’ve been able to close our accounts receivable warranty claims much quicker, therefore reducing the warranty losses.



**- Janice Moeller, Director of Corporate Systems
Scott-Macon Equipment Company**

“ e-Emphasys ERP has allowed us to reduce inventory lead time and improve fill rates to ensure parts are available when and where we need them.



**- John Coughlin, President
Linder Industrial Machinery Company**

“ e-Emphasys has allowed us to grow our profitability at three times the rate of the sales growth. I would tell anyone that asked within our industry that they should seriously consider the e-Emphasys ERP system.



**- Rick Krause, CFO
Van Keppel Equipment Company**



CORPORATE / USA

2501 Weston Parkway, Suite 101

Cary, NC 27513, USA

Phone: +1 919 657 6565

Fax: +1 919 657 0773

Website: e-emphasys.com

E-mail: sales@e-emphasys.com

Japan | Netherlands | India

 **-Emphasys**