



ENTERSOFT  
Business Suite

ENTERSOFT  
Expert

ENTERSOFT  
CRM

ENTERSOFT  
Retail

ENTERSOFT  
E-Commerce

ENTERSOFT  
Mobile

# Entersoft Reference Book

*Software for ambitious enterprises*



# Retail Sector

## DSGI South - East Europe S.A.(DIXONS)



### The Company

DIXONS is the Largest electrical and electronics retailer in UK. Also in Greece is the leading electrical retailer. The company manufactures and distributes household electric and electronic goods, including car stereo equipment, home computers, air conditioners and telephones.

### Entersoft Projects

Entersoft has implemented a lot of projects in DSGI SOUTH - EAST EUROPE SA based on various Entersoft Business Suite® 's subsystems. Most of the projects have been implemented using CRM, E-Commerce and the Purchases subsystems.

The final system supports many critical business processes and more specifically Marketing Campaign Management, Customer support Call Center, Customer Device Installation processes, Fixed Assets Purchasing and Management, Service Management, Internal Help Desk, Central Product Repository Management (product information management) etc. The system integrates with Dixons' Legacy ERP and Retail system of and supports more than 300 concurrent users.

## Digalakis Group (Longchamp & Loewe)

### Entersoft Projects

Entersoft Business Suite® was used to implement full front-office Retail, ERP and CRM. The system is used by 62 concurrent users in Greece, Bulgaria and Cyprus and supports all internal business processes from Inventory Management, Purchasing to Retail Sales and BI Analytics. Loyalty Management and Retail Marketing Campaigns have been implemented using the CRM subsystem.



### The Company

DIGALAKIS Group of Companies is the exclusive representative of Longchamp and LOEWE in Greece and is trading handbags and luxury leather goods. It operates with owned and franchise retail shops.

# Retail Sector

## Calzedonia Group Greece



### The Company

Calzedonia proposes a new way of selling hosiery and beachwear for women, men and children, through a franchising sales network. The Calzedonia network boasts more than 1200 shops throughout the world and in Greece 114 owned and franchise shops.

### Entersoft Projects

The project includes full Retail, ERP and CRM implementation with touch POS for 3 different brand names (CALZEDONIA, INTIMISSIMI, TEZENIS) for the whole chain of both owned shops and franchisees. The system is used by more than 160 concurrent users.

## Costa Coffee Greece

### Entersoft Projects

Full ERP implementation for all back-office functions (stock management, costing procedures, financials, cash flow etc.) and integration with the retail POS system. The system is used by 17 concurrent users.

### The Company

Costa coffee Greece founded in Greece in 2007 with the name "The Greek Coffee Company". Is an exclusive licensee of the British chain Costa Coffee. In Attica there are 10 owned chain stores, while the company seeks to consolidate its presence both in the region of Attica and in larger Greek cities.



## Domino's Pizza

### Entersoft Projects

BackOffice ERP implementation to support all Inventory Management, food Cost and Financial Processes as well as integration with Retail POS system for 20 users.

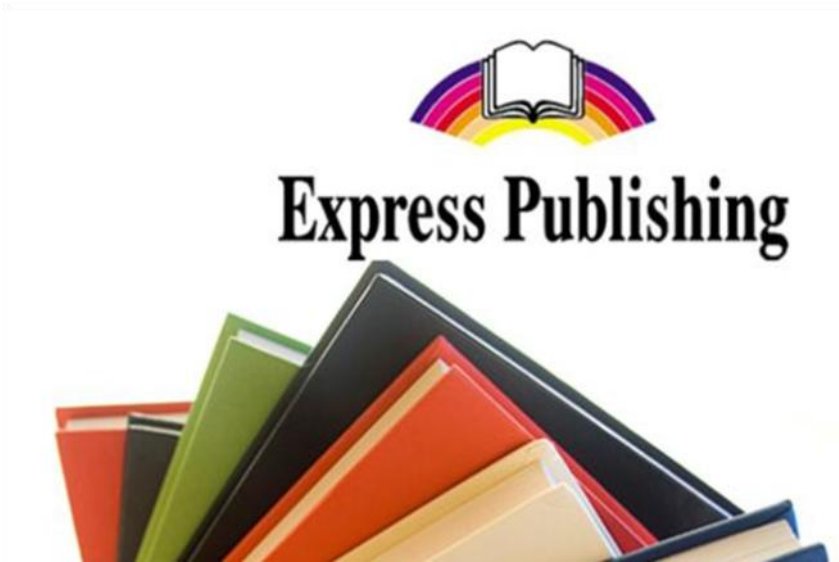
### The Company

ANATRON FOOD SERVICES S.A. is the main franchisor of the world famous Domino's Pizza (est. 1996)



# Wholesale Distribution

## Express Publishing S.A.



### The Company

Express Publishing is an independent publishing house dedicated in producing quality ELT (English Learning Teaching) materials. Founded in 1988, the company has enjoyed steady, rapid growth and currently has a list of over 2.000 titles, with sales in over 80 countries worldwide.

### Entersoft Projects

Entersoft Business Suite<sup>®</sup> was implemented with full ERP and CRM subsystems for 65 concurrent users.

## Makita Hellas SA



### The Company

Makita manufactures industrial power tools and accessories. It offers products, such as saws, drills and fastening, power equipment, sanders, planer blades, industrial diamond blades, power cutters, rotary and demolition hammers, wire brushes etc. The company offers its products through local and online retailers. Makita Hellas SA founded in April 1999, is a subsidiary of Makita Corporation.

### Entersoft Projects

Full Entersoft Business Suite<sup>®</sup> ERP implementation was realized, which includes Inventory Management, Sales & Purchases, Financials, Fixed Assets, Budgeting and Controlling as well as MIS reporting to the owing multinational company. The systems are used by 20 concurrent users.

# Wholesale Distribution

## DELL S.A.



### The Company

Dell designs, develops, manufactures, markets, sells, and supports computer systems, and provides related services worldwide.

### Entersoft Projects

Full Entersoft Business Suite® ERP implementation to support financials, fixed assets, sales, cash flow management for 15 concurrent users.

## Infocex S.A. (Lexmark, FormScape)



### The Company

Infocex S.A. was established in 1991 as the official partner of Lexmark International Inc., FormScape Group Ltd., 366 Software Inc. & AMT Datasouth Corp. for Greece, Cyprus & Malta.

### Entersoft Projects

Entersoft Business Suite® was implemented with full ERP, CRM and B2B E-Commerce functionality to cover all business processes ranging from standard Financials, Sales and Purchases to Marketing Campaigns, Service Management, channel partner sales and B2B orders and Service RMAs. The system is used by 35 concurrent internal users and hundreds of business partners through E-Commerce B2B.

# Wholesale Distribution

## Culligan—Unibios Holdings S.A.



### The Company

Unibios Holdings S.A. is a group of companies active in The Treatment, Filtering and Administration of Water, Heating and Air Conditioning with an Emphasis in Energy Conservation and Environmental Friendliness, Production of Energy from Renewable Sources. It represents in various countries the multinational Culligan.

### Entersoft Projects

Full Entersoft Business Suite® ERP, CRM and E-Commerce implementation to support Financials, Fixed Assets, Stock Management, Purchases and Sales, Budgeting, Sales Force Automation, B2B sales and eShop. The system is used by 32 users in the 5 different companies of the group and supports automatically all intra-company group transactions.

## Intermec *Distributor & Service Center Mobile Technology*



### The Company

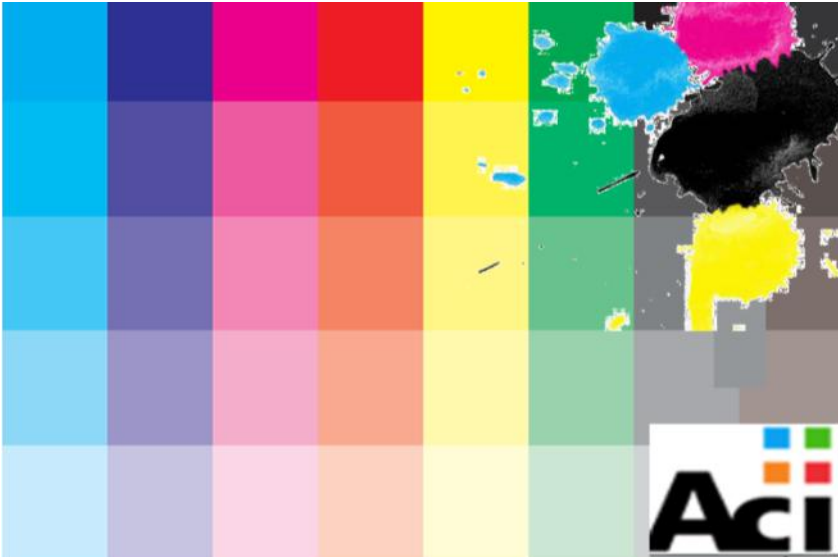
Mobile Technology was founded in 2003 and offers a wide range of Data Collection Systems and Mobile Computer Systems for industrial environments and delivers complete and effective mobile solutions aiming at the following business processes and full technical support, spare parts and expandable supplies of products originated from international pioneers like INTERMEC TECHNOLOGIES.

### Entersoft Projects

Entersoft Business Suite® for 25 concurrent users with ERP, CRM and Service Management functionality supporting all business functions.

# Wholesale Distribution

## ACI, Dutch Multinational



### The Company

ACI is one of Europe's strongest broad-line IT distributors. ACI has offices and warehouses in Germany, Italy, Spain, Switzerland, The Netherlands and The United Kingdom. The company's product portfolio includes computer hardware (copiers, printers, monitors, notebooks, etc.), computer and copier supplies, office products and storage media.

### Entersoft Projects

Entersoft Business Suite® for 20 concurrent users was implemented with full ERP, CRM and E-Commerce to support Financials, Fixed Assets, Inventory Management, Sales and Distribution, Purchases, Budget, Cash Flow Management, Sales Force Automation and B2B E-Commerce sales to business partners.



## Layton Crest *Schaub Lorenz and Telefunken Distributor*



### The Company

Layton Crest is an electronics and high tech systems distributor of Schaub Lorenz and Telefunken in Greece.

### Entersoft Projects

Entersoft Business Suite® ERP and E-Commerce implementation for 15 concurrent users to support all Financials, Fixed Assets, Inventory Management, Sales and Purchases, Budgeting, Cash Flow Management and B2B E-Commerce sales to business partners.

# Wholesale Distribution

**DR. OETKER Greece** *Distributor of DR. OETKER Germany*



## The Company

Dr. Oetker offers baking articles, baking mixtures, dessert powders, chilled ready desserts, yoghurt products, muesli, frozen pizzas, and snacks.

## Entersoft Projects

Full Entersoft Expert ERP implementation to support Financials, Fixed Assets, Inventory Management, Sales and Purchases and Cash Flow Management for 7 concurrent users.

## Speed up your growth.

### Join us!

In Entersoft we excel in creating  
Integrated Business Software Applications  
ERP, CRM, E-Commerce, Retail and Mobile.

We have been growing impressively the past years,  
steadily enlarging a prestigious clientele that  
trust their daily operations and  
strategic decisions on our software.

We invest in pioneering technology and we evolve by  
setting new standards in Business Software.

Join us!





## LeasePlan S.A.



### The Company

LeasePlan is the European market leader in fleet and vehicle management. It is also one of the leading global players in this field, with offices in 30 countries and alliances in South Africa and the Baltic States.

### Entersoft Projects

The projects involved Entersoft Business Suite® implementation for Financial Processes and MIS Reporting to the parent company as well as CRM for the customer call center helpdesk and car service processes and is used by 25 concurrent users.

## Eurocorp Securities S.A.



### The Company

Eurocorp SA (Member of the Athens Derivatives Exchange) is a leading institution in cross border financial & capital market transactions. It belongs to the French Calyon Group.

### Entersoft Projects

Full Entersoft Business Suite® ERP implementation (financials, fixed assets, expenses management, budgeting etc.) for 7 concurrent users.

# Services

## MedNautilus S.A.



### The Company

MedNautilus is a company that belongs to Telecom Italia and in Greece it is a network carrier providing fiber-optic connectivity to large enterprises. The company provides services such as internet services, voice, data, and image transmission services.

### Entersoft Projects

The project has been implemented using Entersoft Business Suite® with full ERP functionality and a complex CRM implementation to support project management and all internal business processes of the provider. It is used by 20 concurrent users.

## RTL TV, Alpha TV

### Entersoft Projects

The project include full Entersoft Business Suite® ERP functionality to cover all Financials, Fixed Assets, Contract Management, Cash Flow Management processes, IFRS Reporting and Internal Reporting to parent company in Luxemburg. It is used by 25 concurrent users.

### The Company

ALPHA TV is one of the largest broadcasting companies in the country that offers news, weather, sport, car racing, music, quiz, comedy, and feature film channels. The company is based in Greece and belongs to the Luxemburg-based RTL Group SA.

## Societe Generale, Geniki Bank

### Entersoft Projects

Entersoft Business Suite® was implemented for 15 concurrent users to support all the bank's Financial Processes including Purchasing and Fixed Assets.



### The Company

Since 2004, GENIKI Bank is a member of the Société Générale Group, one of the largest and most powerful financial groups in Europe, present in 82 countries, employing 163.000 staff & servicing over 30 million customers worldwide.

# Manufacturing

## KLEEMANN Hellas



### The Company

KLEEMANN HELLAS was founded in 1983, based on the know-how and license of the German company KLEEMANN HUBTECHNIK GmbH. KLEEMANN Company's activities concern both the manufacturing and trading of Complete Lift Systems. KLEEMANN is enlisted among the largest companies of the lift industry in the European and international market (more than 12.000 new systems or 3 % of the world's new lift units annually).

### Entersoft Projects

Full implementation of Entersoft standalone CRM to handle Sales Force Automation, Service Management Operations and Marketing Campaigns. The system is integrated with the Legacy ERP system of the company and is used by more than 120 concurrent users.

## Pipeline Greece and Bulgaria *Austrian multinational industry*

### Entersoft Projects

Entersoft Business Suite® was implemented in the subsidiaries in Greece and Bulgaria. It covers all advanced ERP functionality for Sales, Purchases, Inventory Management, Financials, Budgeting, Production Management, Budget and Costing, and MIS Reporting for the parent company). CRM has also been implemented for Sales Force Automation and Customer Service. The system is used by 50 concurrent users in two countries.



### The Company

Pipeline is one of Europe's leading producers of plastic pipe systems. Employing almost 3,000 people in 29 manufacturing facilities in 28 countries. Pipeline has grown to become a key supplier of innovative products in the plumbing, water, gas energy & power distribution, telecommunications, and industrial applications sectors.

## Maris Polymers S.A.

### Entersoft Projects

Full ERP implementation for all back-office functions (stock management, costing procedures, financials, cash flow etc.) and integration with the retail POS system. The system is used by 17 concurrent users.



### The Company

Founded by Dr. I. Maris in 1989 as a Polyurethane System House, the company primarily focuses on research, development and production of liquid plastics for Construction, Marine and Industrial applications.



**Entersoft S.A.**

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