

# Product Profile

entution

A CUSTOMER  
CENTRIC CLOUD  
ENTERPRISE SOLUTIONS  
PROVIDER



[www.entution.com](http://www.entution.com)



# INTRODUCTION

Entution is a full-fledged, cloud-enabled business solution which has been developed using state-of-the-art technology. It empowers businesses involved in Sales and Distribution, Manufacturing, Projects and Services, who require a Tier II Enterprise Resource Planning (ERP) solution to make their business efficient and profitable.



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## THE STORY BEHIND ENTUTION

The current ERP domain is dominated by on-premise softwares that are expensive and take a long time to implement.

Despite its high dominance rate, research shows that 60% of on-premise ERP implementations are challenged projects leading to unsatisfied customers. This is because current on-premise softwares are complex for users as they have limited visibility to the system, which makes it unable for them to clearly map their business requirement. This results in customers purchasing functionalities which they may or may not use. This functionality overload challenges the

status quo of employees and they become resistant to use a new system. As a result, this increases the overall implementation time and budget to the customer. To overcome these gaps in traditional ERPs, Entution has been architected around Intelligent Business Process Management (IBPM) and SMACK (Social, Mobile, Analytics, Cloud and Key Disruptors), and introduces a new concept called "JOURNEYS".

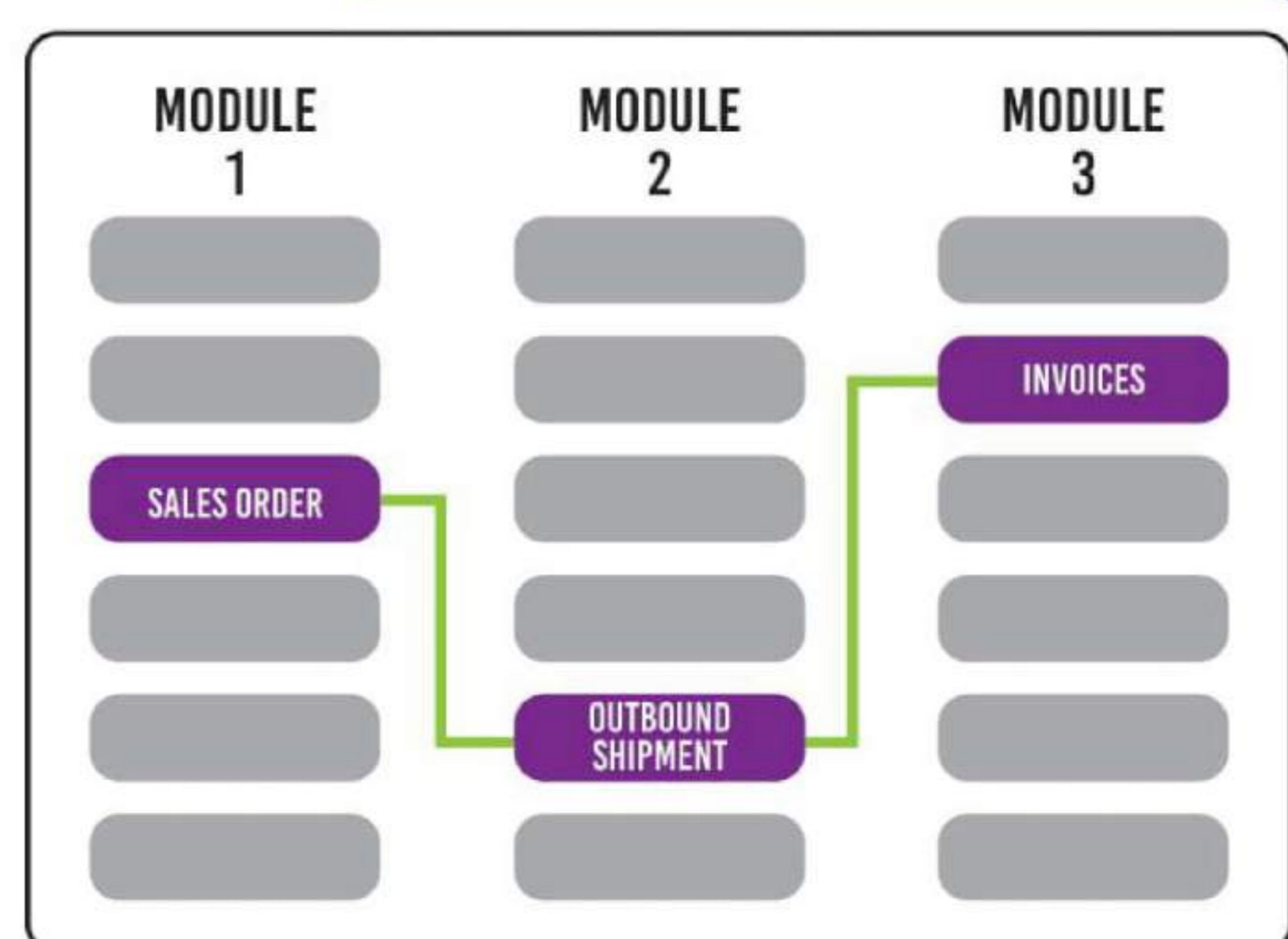


# JOURNEY CONCEPT EXPLAINED

JOURNEYS are a set of functionalities across modules that cater to specific business requirements. This provides better visibility to customers to map their requirements to the business solution. Therefore, businesses can simply pick the JOURNEY from the cloud and get started easily.

A JOURNEY-based implementation instead of the traditional module-based configuration helps a non-IT employee start working on the solution immediately, creating a brand new experience for businesses.

With Entution, your organization can scale-up operations while ensuring business continuity. This is achieved with multiple advanced JOURNEYS available in Entution Journey Pool.



Entution is a task-driven system by design and automatically guides the user through their business JOURNEYS. This simplifies the customer experience in purchasing, implementing and using the system.

Further benefits of Entution include:

- Easy to start
- No infrastructure cost
- Ability to receive the exact business functionalities
- Fast deployment



# ENTUTION AT A GLANCE



## Customer Relationship Management

Entution CRM helps your business efficiently handle existing customers as well as acquire new customers, resulting in overall increased customer satisfaction. This empowers your team to perform their daily activities effectively, thereby streamlining the customer relationship operations to drive profitability.



## Sales & Distribution

Sales JOURNEYs empowers your sales team to initiate a sale from inquiry management to the completion of a sale. These JOURNEYs range from simple to complex, covering activities from pre-sales to post-sales functions. Moreover, Entution provides a comprehensive sales commission module that enables your organization to set complex as well as flexible commission structures to the sales teams.



## Accounting & Finance

Finance JOURNEYs enables easy and accurate generation of income statements and balance sheets. This provides you the flexibility to create any number of balance sheets and income statement templates according to the accounting standards. Entution general ledger is integrated with other functionalities, providing better visibility to entries made. With a flexible chart of accounts, your organization can fine-tune and optimize business, and also enhance productivity among the team.

# ...ENTUTION AT A GLANCE



## Supply Chain

Entution JOURNEYs helps to streamline your supply chain by providing real-time information on your inventory. This ensures that all operations, from procurement to warehousing to the delivery of goods to customers, take place smoothly within the organization.



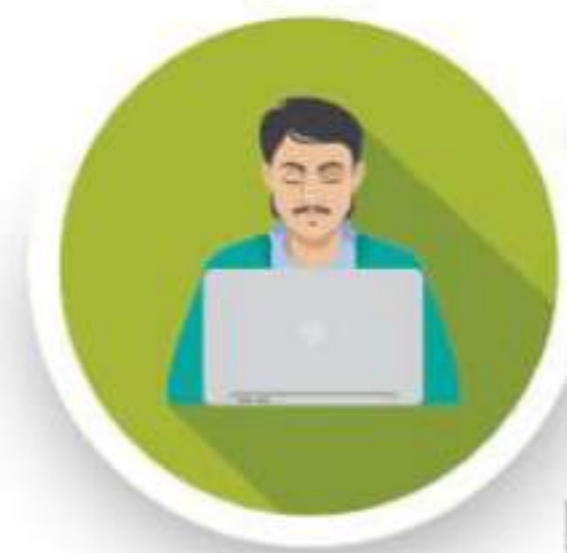
## Manufacturing

Entution production support comprises finite and infinite journeys that facilitates planning, execution, control and analysis in all phases of the production process. This enables your organization to get better control of the operations taking place and minimize any inefficiencies.



## Projects & Services

Entution empowers your project management team to manage projects, streamlining all related costs and resources in order to track, manage and charge the customer based on accurate costing. With Entution Contract Billing, complex projects and contracts can be created and assigned with a wide array of cost elements and resources.



## Business Analytics & Information

Entution enables your management team to easily monitor the overall organizational performance through its comprehensive, real-time Business Analytics and Information, which analyzes business data and provides a customized representation that will enhance the decision-making process.

Entution is a comprehensive, cloud-enabled, JOURNEY-based ERP solution. It empowers companies involved in Sales and Distribution, Manufacturing and Projects and Services to make their business more profitable. Entution JOURNEYs eradicates the complexities faced in traditional ERPs and creates a brand new experience for your day-to-day business.



# FEATURES

Sales & Distribution	Customer Relationship Management	Sales Contract Management			
	Commission Management	Point of Sales	Sales & Marketing		
	Sales Forecasting				
Accounting & Finance	Invoicing	Budgeting	Cash Flow	Account Payable	Account Receivable
	Fixed Asset Management	Consolidated Accounts	General Ledger		
	Liquidity Forecasting & Execution				
Supply Chain Management	Purchasing	Inventory & Warehouse Management	Vendor Order Scheduling		
	Vendor Order Evaluation	Customer Order Management			
	Customer Delivery Schedules	Demand Planning			
Manufacturing	Multi-Site Production	Constrain Base Scheduling	Make to Order		
	Make to Stock	Batch Order Processing	Repetitive Order Production		
	Shop Order	Costing			
Projects & Services	Project planning	Project budgeting	Service contract management		
	Sub contract management	Service task management			
	Preventive Planning	Advanced Warranty Management			



# BENEFITS

## Sales & Distribution

- Increased Revenue
- Improved Customer Service
- Better internal communication
- Effective sales force management
- Improved Productivity

## Accounting & Finance

- Automatic document production- fast and accurate invoices, credit notes, purchase orders, printing statements
- Improved Accuracy
- Up-to-Date Information
- Instant availability of information
- Legibility
- Enhanced efficiency
- Cost Minimization
- Able to deal with multiple currencies

## Supply Chain Management

- Improved accuracy of inventory orders
- Organized warehouse
- Saves time and money
- Increased visibility into the inventory
- Effective Management Control with real


## Manufacturing

- Minimized production time
- Increased accuracy
- Less human error
- Higher volume production
- On-time delivery

## Projects & Services

- Easily manage projects
- Get resources and finances under control
- Track project evolution in terms of completion, time and cost
- Provide a clean way to break down projects, build schedules, allocate resources and manage budgets
- Bring project's critical issues to your attention
- Automated process of performing facility repair and maintenance requests
- Effective maintenance of overall business process
- Ability to identify, document and correct failures and degradations of any assets





Since Entution is cloud-based, it is available in three offerings; public cloud for subscriptions, private cloud, where it can be hosted in preferred data centres, or in your own premises.

The product is designed in a highly scalable manner so it can cater to small and medium size companies. This also allows customers to start with basic JOURNEYS and then scale up with advanced JOURNEYS when their operations grow.

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