

Semtek ERP & Registration Software

SEMTEK ERP

will help you improve organizational performance and boost your bottom line by tracking, understanding and managing data.

INCREASE REVENUE

Based on tracked results, maximize marketing ROI by targeting the most likely prior attendees and the best performing mailing lists.

ATTRACT BUYERS

Allow buyers to search available course offerings, session availability, instructor's bios and pricing from the comfort of their home.

WEB MODULES:

- ▶ Informer Reporting
- ▶ Assessment Module
- ▶ Instructor Dashboard
- ▶ Corporate Client Portal
- ▶ Barcode Scanner
- ▶ Facility Scheduling
- ▶ Sales Desk

SEMTEK SOLUTIONS

Semtek incorporates best practices of registration processing, event planning, fulfillment, financial management and direct marketing methodology to increase revenue, mine your own data, and attract more registrants.

Manage every detail of your course, seminar or conference with the most complete registration software package in the industry.

REGISTRATION & SALES DESK:

▶ Semtek enables you to simplify record keeping, integrate administrative activities, deliver better data and provide enhanced service to your customers in one place

▶ Significantly reduce duplicate person and company database entries with Semtek's intelligent de-dupe Smart Search

▶ Interactively provide all event information necessary to complete registrations, including instructor bios, facility and course information

EVENT PLANNING & MANAGEMENT:

▶ Semtek provides a clean, integrated interface to define courses, topics, facilities, instructors or speakers, and events or conferences

▶ Track actual revenue and multiple expenses to each event, define profit and loss, budget vs. actual and fiscal year analysis

▶ Calculate break-even analysis on registration numbers, based on fixed and variable costs



FULFILLMENT MANAGEMENT:

▶ Semtek provides you with professional-looking results on your program deliverables

▶ Easily print badges, tent cards, rosters, and more from customizable templates

▶ Set up Continuing Education Units for each program, and generate earned credit transcripts and certificates

▶ Create virtual schedules of all your resources, then rent out unused space for increased profit

MARKETING & PROFITABILITY:

▶ Make the most of your marketing budget with tools to fully utilize your internal database and cost effectively managing external list use

▶ Efficiently and effectively manage marketing campaigns using Semtek's Mail Plan process

▶ Optimize best selection ROI using information from prior list performance

"Semtek has served as the event management solution of choice for our global group of companies for many years. It meets all our requirements from conference management, order entry and invoicing, lead tracking, marketing and more."

Ellen Jensen, Director of Database Strategy, Canadian Institute, C5 Group

"I like the fact we can do our own statistical reports. With many other programs you are stuck with standard reports, but we can produce our own in our own way."

Cynthia Schmitt, Senior Director, Continuing Education at Florida Institute of Technology

"Semtek has proven to be an efficient, reliable system for managing our continuing education operation and registration services. Semtek's strong financial features and controls allow us to meet the university's and credit card industry's requirements for cash handling and audits."

Continuing Education, University of South Florida - Educational Outreach

Semtek will manage every detail of your course, seminar or conference.

SEMTEK WEB SHOPPING CART:

- ▶ Provide your organization with a full e-commerce solution without creating a parallel web operation.
- ▶ Enable your buyers to register easily and securely on the Web.
- ▶ Provide a completely detailed online catalog without any incremental effort
- ▶ Reduce your customer service workload by offloading data entry tasks to your purchasers
- ▶ Search course catalog by keyword and/or by date, with session availability check and waitlist signup option
- ▶ Ensure PCI compliance with hosted credit card processing
- ▶ Order confirmations sent automatically by email or SMS to registrants

Since 1984, Entrinsik has worked within the Continuing Education, Seminar, and Conference industries as participants, consultants, and software developers. Drawing on this experience and using a customer-centric approach, Semtek has evolved into the most complete ERP and registration software developed specifically for these industries.

Schedule a FREE personalized demo of Semtek, and/or a FREE 30 day trial of Informer.

INFORMER WEB REPORTING:

- ▶ All Semtek customers benefit from real-time web-based reporting with both standard Semtek reports and simple ad-hoc end user reporting.
- ▶ Quick profitability and attendance reporting, analytics, and charting
- ▶ Immediate response to market opportunities identifying probable delegates.
- ▶ Scheduled alerts emailed to managers warning of event/session capacity issues
- ▶ Effective tracking of follow-up tasks & action items by staff members
- ▶ Informed decisions with real-time insight into daily operations

ADDITIONAL MODULES:

Semtek is your complete business solution, and with that in mind we have created several optional modules for specific business applications.

- ▶ Sales and Inventory System (SIS)
- ▶ Accounts Payable (AP)
- ▶ General Ledger (GL)

GET MORE INFORMATION:

Contact: simone@entrinsik.com
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Learn more about Semtek registration software and our other web modules.

