

SEMtek/Informer Case Study

Summit Professional Education Doubles Speed & Accuracy of Order Entry with SEMtek and Informer

Situation

SPE needed an ERP and reporting solution that integrated their custom backend and order management systems. "We had to manually merge systems weekly (if not daily) and the margin of error was big", said Jeff Watjen, CEO at SPE.

Success

SEMtek and Informer have allowed SPE's customer care team to double the speed and accuracy of order entry. "There's virtually no report that SEMtek and Informer can't produce", says Watjen. "Hundreds of custom reports are being utilized by our end users every day."



Entrinsik, Inc.
7501 Creedmoor Road
Suite 102
Raleigh, NC 27613

tel :: 888 703 0016
fax :: 919 848 4829

www.entrinsik.com

Challenge | Integrate Multiple Data Sources; Streamline Reporting Capabilities

Summit Professional Education (SPE), a global training company whose focus is to develop and deliver dynamic, relevant, and highly useful educational content to professional audiences, manages thousands of events annually with over 60 instructors. SPE had been using a custom-made Access® database as its backend system and a commercial registration system for order management. Lack of data integration was a huge issue.

"We needed a system that handled all of our logistics as well as our customers (over 100,000) that we could trust and could provide us with a versatile reporting solution", said Jeff Watjen, CEO at Summit Professional Education. "We had to manually merge systems weekly (if not daily) and the margin of error was big".

Solution | Integrated ERP & Function-Rich Reporting Solution

"We were wary of moving to a new system that might require us to change processes and functions that are necessary for our business to succeed; implementing SEMtek and Informer not only addressed those concerns but provides us with functions and fields that have helped improve our processes and increase our business", says Watjen.

SEMtek is a complete ERP back-office solution, providing infrastructure and business functionality for many of the industry's biggest players like SPE. And with Informer, SPE has a web-based reporting solution designed specifically for ease of use by end-users to access and display information stored within their SEMtek database and any other database they use...in real time.



"Informer's reporting ability is the best that I've seen out there. There's virtually no report that SEMtek and Informer can't produce. We've optimized our standard reports as can now create more, all in less time."

Jeff Watjen / CEO

Summit Professional Education



Results | Doubled Order Entry Speed & Improved Accuracy; Enhanced Customer Service Capabilities

SEMtek enabled SPE to eliminate unnecessary extra process steps as well as the need to double and triple check data that was otherwise in multiple locations. SEMtek has allowed SPE's customer care team to double the speed and accuracy of order entry as well as given them the ability to help solve customer service issues quickly with multiple order search options. "Informer's reporting ability is the best that I've seen out there", says Watjen. "There's virtually no report that SEMtek and Informer can't produce."

Also critical for SPE was a reporting environment that would provide information about marketing response rates and purchasing trends. "We did that analysis prior to implementing Informer but it was a much longer, manual and less accurate method", says Watjen. "SEMtek and Informer have optimized our standard reports as well as given us the ability to create more, all in less time."

Contact us for a FREE trial

For a personalized demonstration or to discuss your specific needs, call us today at 888-703-0016 or email at sales@entrinsik.com.

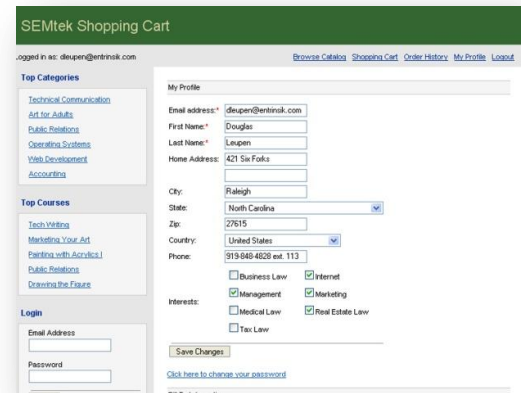
About Entrinsik

Since 1984, Entrinsik has been developing, implementing, and supporting database solutions.

Entrinsik's SEMtek ERP software now drives many of the nation's largest professional and continuing education profit centers. SEMtek incorporates best practices of event planning, registration processing, event fulfillment, event financial management, and direct marketing methodology into one comprehensive package for the Continuing Education, Seminar, and Conference industries.

Entrinsik's Informer Web Reporting software delivers real-time access to multiple data sources simply and easily using a built-in web-based query engine to provide a single point of secured information access for ad hoc reporting, report customization and analysis.

For a product demonstration or a free 30 day trial, call 888-703-0016 or email sales@entrinsik.com.



"SEMtek and Informer have optimized our standard reports as well as given us the ability to create more, all in less time."

Jeff Watjen / CEO

Summit Professional Education



Entrinsik, Inc.
7501 Creedmoor Road
Suite 102
Raleigh, NC 27613

tel :: 888 703 0016
fax :: 919 848 4829

www.entrinsik.com