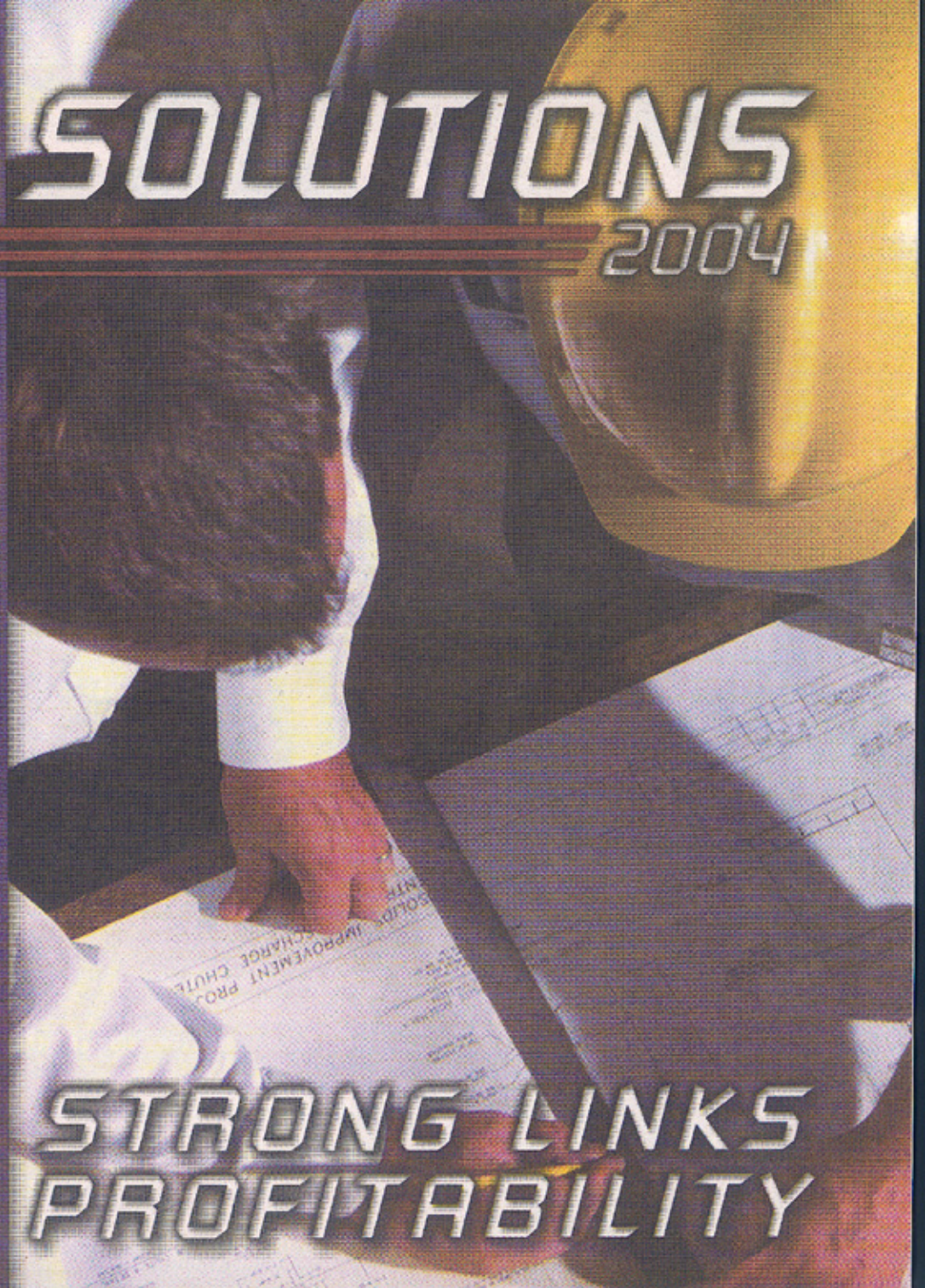


LOGISTIC SOLUTIONS

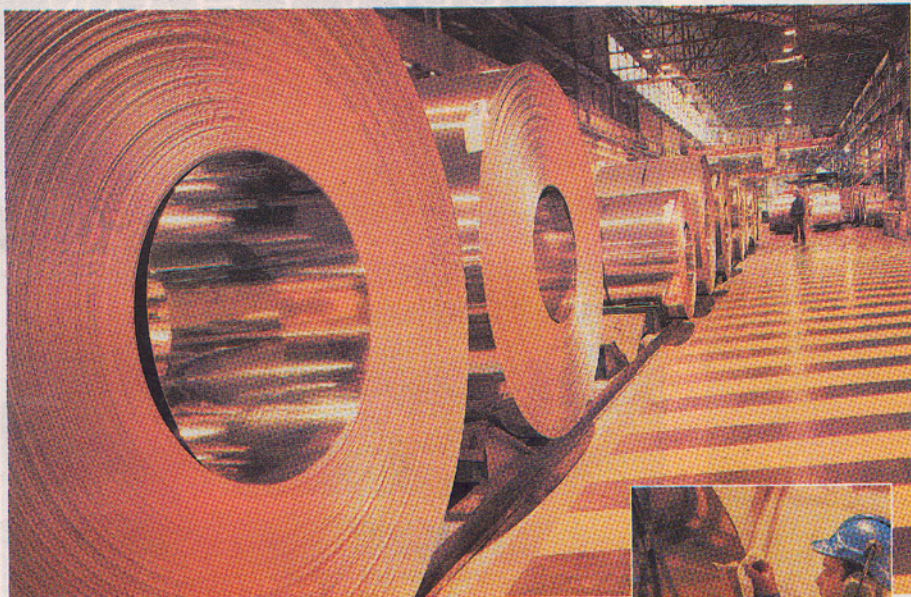
2004



STRONG LINKS
TO PROFITABILITY

logistic SOLUTIONS

2004



Data input

Software solutions prove efficient

By **ADRIANNE HARTLEY**
Sun Media

Many industries face logistical challenges, but with the help of supply-chain oriented software, challenges are being met head on.

Richer Systems Group Inc. offers one such software solution, Enrich, which is used throughout North America by companies in the commercial transportation field.

It features online, real-time data processing to give clients up-to-the-minute information from any area of their operation, regardless of size and number of facilities — from front-office operations to maintenance and materials to lease and rental information.

"Information is playing a more important role than it ever has before in the success of our customers in this industry," says Tim Bowes, vice-president of sales and services with Rich-

er Systems Group Inc.

"The need to provide more information increases in order to make the supply chain more efficient."

Bowes says a specific solution is vital for most companies, because there is more competition in the marketplace.

Also, as companies outsource to other companies, the need for information and progress reports on operations must easily be generated beyond just invoicing.

"A consolidated system provides accurate and timely data back to customers," he says.

Enrich consolidates transactions so that companies can provide key performance indicators to their customers.

"The supply of information is becoming critical in this age, and the ability to collect it and make sure it's accurate and then deliver it in a timely fashion is what Enrich does," says Bowes.

In the steel industry, Steelman Soft-

ware Solutions Inc.'s Steel Enterprise Management System Version 4 creates a collaborative environment for customers, suppliers and processors of steel and other metal products.

In the past, the metals industry kept track of inventory with a series of cumbersome databases.

Steelman's system makes sense of all the confusion by delivering end-to-end solutions based on industry best practices as well as their customers' unique operating practices and processes.

"This is very current and specific enterprise resource planning technology designed to suit the steel marketplace," says Daniel Brody, managing director of Steelman.

With such a software solution, Brody says its customers see the immediate effects — such as increased inventory turns, lowering front-office overhead, and increased collaboration both internally and externally.

