

Alta Equipment Company Selects the e-Emphasys Dealer Management Platform

Alta Equipment Company selects the e-Emphasys Dealer Management Platform to further improve business processes and deliver operational excellence

Alta Equipment Company was seeking a state-of-the-art business solution to further improve competitive advantage. In e-Emphasys, Alta found a proven and flexible business solution that would support operational excellence for the diverse business models of construction equipment and material handling divisions. With e-Emphasys, Alta plans to increase operational efficiency by redefining management processes and using Analytics, Mobility, Real-Time Flow of Information and Business Partner Integrations.

Alta's 20 dealership locations serve the finest brands in the industry, including Hyster and Yale Lift Trucks, Volvo Construction Equipment, CombiLift Fork Lifts, Link-Belt Cranes and Gomaco Concrete Pavers. As the leading provider of industrial forklifts and heavy construction equipment, Alta is looking to standardize and improve their business processes with the e-Emphasys' repository of best business practices.

In their mission to improve profitability and drive innovation, Alta followed a meticulous review and selection process. They hired an experienced and talented team to select an end-to-end ERP solution with a proven history of improving operational efficiency and customer support.

"Customer satisfaction is job one at Alta." says Ryan Greenawalt, Executive Vice President. "The right ERP solution provides long-term, strategic value that enables improved efficiency, consistency and customer support. Alta's selection process was designed to find a comprehensive and flexible solution, capable of addressing all our business requirements. Our evaluation process revealed the best ERP to support our business needs, from a partner with long-term vision for this industry."

"A superior software means robust business processes, which differentiate a company from its competitors. We wanted to maintain a leadership advantage and become a more competitive and innovation-driven enterprise. We set out with an arduous task of finding and implementing a seamless, end-to-end business solution. Beginning with fourteen solutions, Alta shortlisted three vendors for in-depth reviews. After extensive deliberation and actual customer references, we selected e-Emphasys for their industry focus, strength in business partner integrations, and a proven track record of on-time and on-budget implementations."

In addition to ERP Alta selected integrated add-on solutions from e-Emphasys such as OEM Integrations, BI, CRM, Customer Portal, Service Scheduling and Field Service.

Craig Brubaker, Vice President Operations says, "Equipment distribution in conjunction with rental and operational excellence demands a disciplined approach. Key to achieving this is to have the best business processes in place. Our evaluation found the e-Emphasys solution combines integrated industry-best practices, comprehensive functionality, and tight integration with our business partners. Leveraging these capabilities will help Alta drive service excellence and long-term customer satisfaction."

VP of Information Services, Jeremy Cionca remarks, "e-Emphasys meets all our must-have processes. The integrated applications specifically address our industry, and offer complete functionality for running our

business at its optimal best. In addition to their outstanding core functionality, e-Emphasys has a fully-integrated CRM to support our sales team; advanced Business Intelligence to significantly improve our

management reporting; 'drag-and-drop' Service Scheduling and Field Service to automate the collection of service technician hours, and many other advantages that will improve our customer support capabilities. With the e-Emphasys solution we are looking forward to achieve increased operational effectiveness and efficiencies in business processes, gain faster insights, enable real-time decisions, and deliver superior customer experiences."

"The margin for error increases exponentially with every manual operation. Alta's standardization on modern technology, with an advanced business system that does not necessitate workarounds, is sure to improve consistency and efficiency", Jeremy continued. "Seamlessly-integrated functionality will help unleash additional benefits from mobile touch devices. With flexible solutions from e-Emphasys, Alta will enable many other business efficiencies, including timely and superior financial and management reporting that our staff can access from the office, or on the road."

"e-Emphasys ERP helps unlock hidden efficiencies and resources through a proven and predictable solution that is known to deliver benefits quickly. Our flexible solution enables ongoing improvement and efficiently supports analytics that help companies become best-run businesses" said Milind Bagade, CEO of e-Emphasys. "Alta Equipment Company is a great opportunity to partner with a customer with steadfast focus for excellence. We are highly impressed with their ERP solution review team and the thorough selection processes opted by them. Alta's core team is highly focused on ROI, which is in perfect alignment with our mission. It is a privilege to be a solution provider for Alta."

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About Alta Equipment Company

Alta Equipment Company was founded in 1984 and is based in Wixom, Michigan. A leading provider of industrial forklifts, heavy construction equipment and warehouse solutions in the Midwest, Alta's core commitment is to provide outstanding service that exceeds customer expectations. Alta Equipment Company's wide variety of products includes forklifts, wheel loaders, excavators, pavers, and materials handling products such as pallet racking, ergonomic equipment and modular building systems. Core brands include Hyster Lift Trucks, Yale Lift Trucks, Volvo Construction Equipment, CombiLift Fork Lifts, Link-Belt Cranes, Gomaco Concrete Pavers. Alta offers a rental fleet of more than 1,250 units, a large inventory of used equipment, flexible options for fleet maintenance, training courses for operators and technicians, and a variety of financing options. Alta Equipment Company's highly trained customer support staff can help customers choose the products and services that will help them to increase productivity and efficiency.

About e-Emphasys Technologies Inc.

e-Emphasys Technologies Inc., founded in 1999, is a global enterprise software provider for the equipment and rental industries with locations in USA, Japan, India and Netherlands. e-Emphasys is an exclusively focused on the Industrial Machinery and Equipment (IM&E) domain, providing services to dealers and rental companies in nearly 20 countries, including several Fortune 500 customers. The e-Emphasys Dealer Management Platform incorporates a full suite of best-in-class technology including Business Intelligence and Reporting, CRM, Mobile Field Service Applications, Inspection Applications, eCommerce Customer Portals, RFID, Artificial Intelligence, IoT and Telematics. Our modern, end-to-end platform is available on any device, browser or database, and can be deployed in the cloud or on-premise.

e-Emphasys is a proud member of Associated Equipment Distributors (AED), Material Handling Equipment Distributors Association (MHEDA), American Rental Association (ARA) and European Rental Association (ERA) organizations.

For more information on e-Emphasys and its comprehensive software designed specifically for the equipment dealer and rental market, visit www.e-emphasys.com.

