



## ELRUS, one of Canada's Top 50 Best Managed Companies, Selects e-Emphasys ERP Solution

**ELRUS Selects eXtend ERP Enterprise Solution from e-Emphasys to elevate their equipment lifecycle management and drive operational excellence through greater agility and innovation.**

e-Emphasys announced that ELRUS Aggregate Systems, one of Canada's 50 Best Managed Companies and a leader in the design and delivery of portable aggregate products, has selected eXtend ERP as their business management solution. Following a comprehensive review of current business system solutions, ELRUS selected the e-Emphasys solution to help improve ELRUS operations and manage growth. ELRUS also selected eXtend's BI, CRM, Service Scheduling and eServiceTech Add-On products to elevate their reporting analytic, customer support and Service capabilities.

"e-Emphasys is an innovator who has successfully brought together all of the pieces required to help equipment distribution and rental companies improve their operations," said Carollyne Coulson, President of ELRUS Aggregate Systems. "Our objective is to leverage the latest proven technologies that will enable ELRUS to deliver the very best customer service in the industry and develop a sustainable competitive advantage for the future. We are impressed with the e-Emphasys solution, which uniquely meets these objectives."

eXtend ERP will help ELRUS improve core business processes including assembly manufacturing, sales, procurement and finance, and provide the information needed to make decisions in real time, using eXtend's pre-built analytics and advanced reporting capabilities. ELRUS will also benefit from eXtend's integrated support of best business practices and flexibility to rapidly respond to new opportunities or changing business requirements.

"To maximize the productivity of our staff resources, ELRUS needed a business system with comprehensive, industry-specific functionality. eXtend ERP drives operational excellence through support of industry best business practices. We found this to be a unique feature," stated Greg Helfrich, National Operations Manager at ELRUS. "e-Emphasys the clear leader in driving efficiencies to improve the bottom line."

"ELRUS, a forward-looking dealer and one of Canada's 50 best managed companies, understands that operational excellence requires effective and efficient solutions," said Milind Bagade, CEO of e-Emphasys. "eXtend ERP will support ELRUS in their goal to deliver the best customer service in the industry. Our proven solutions are ideally suited to help equipment distribution and rental companies improve efficiency and make them more flexible, profitable, competitive and innovative and we look forward to a long relationship with ELRUS as the company continues to grow."

For information and appointments for interviews please contact:

e-Emphasys Technologies Inc.  
2501 Weston Parkway, Suite 101, Cary, NC 27513  
P: +1 919 657 6565 F: +1 919 657 0773  
e-mail: [info@e-emphasys.com](mailto:info@e-emphasys.com)  
[www.e-emphasys.com](http://www.e-emphasys.com)

**About ELRUS Aggregate Systems Inc.**

*ELRUS Aggregate Systems, one of Canada's 50 Best Managed Companies, produces specialized portable crushing and screening systems for the Aggregate and Mining Industries processing handling requirements. Since its establishment in 1975, ELRUS has developed into a significant international supplier of aggregate equipment (crushers, screens, conveyers, feeders, control vans, and more) that enjoys a solid reputation established by strict adherence to ethical business practices and uncompromising quality of products and service. For more information about ELRUS Aggregate Systems, visit <http://www.elrus.com>.*

**About e-Emphasys Technologies Inc.**

*e-Emphasys Technologies Inc., a global enterprise software provider for the equipment and rental industries with locations in Cary, NC, Tokyo, Japan, Mumbai, India and Apeldoorn, Netherlands. Founded in 1999, e-Emphasys is the exclusive Infor strategic partner providing specific vertical capabilities for this critical segment of the Industrial Machinery and Equipment (IM&E) domain. e-Emphasys has been a Microsoft Gold Business Partner for the past 5 years. The company is part of the 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 company market, visit [www.e-emphasys.com](http://www.e-emphasys.com).*