



Ditch Witch Midwest Selects e-Emphasys ERP Solution

Ditch Witch Midwest Selects eXtend ERP Enterprise Solution from e-Emphasys to improve resource utilization and drive efficient processes.

e-Emphasys announced that Ditch Witch Midwest, a U.S.-based Ditch Witch dealer and leader in the underground construction equipment market, and its affiliated entities Illini Power Products Co., 1st Choice Equipment LLC., Rentals Plus, and Gen Power Inc., have selected eXtend ERP as their business management solution. The companies will use the proven e-Emphasys solution, designed for equipment service management and rental industries, to support industry best business processes, gain organization-wide visibility of inventory and data, improve operational efficiency and deliver the highest standards of customer service.

"Today's challenging economy has made equipment productivity and reliability a top priority for our customers," stated Ditch Witch Midwest President Mark Harbaugh. "An efficient business system has become a differentiating factor in our industry. Our strength hinges on the ability to provide reliable equipment and responsible service for our customers quickly, consistently and in a cost-effective manner. eXtend will help us streamline business processes across our entire organization, allowing the company to drive efficiencies and to meet our goal of delivering the very best customer service in the industry."

Ditch Witch Midwest also selected eXtend's BI, CRM and Service Scheduling Add-On products to elevate their reporting analytic, customer support and Service capabilities.

"Ditch Witch Midwest saw immediate benefits from our review of eXtend's integrated industry best business practice models," commented Business Manager Devon Wende. "Process improvements will help our operations run more efficiently and effectively, while eXtend ERP's integrated dashboard and BI tools provide the information needed to make effective decisions quickly and easily."

Added Wende, "We were impressed with how e-Emphasys has brought all of the pieces together: support of industry best business practices, comprehensive, industry-specific functionality, excellent reporting and analytics. With eXtend ERP, Ditch Witch Midwest is equipped to perform and exceed the expectations of our customers."

"Through the use of our eXtend solution, Ditch Witch Midwest will enable its entire organization to be more productive, helping it to achieve improved growth, lower costs and enhancement in their business processes," said Milind Bagade, CEO of e-Emphasys. "Our proven industry solutions are ideally suited to help equipment distribution and rental companies improve efficiency and make them more flexible, profitable and competitive. We look forward to helping Ditch Witch Midwest accomplish its goals."

For information and appointments for interviews please contact:

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About Ditch Witch Midwest

Ditch Witch Midwest and its affiliated entities Illini Power Products Co., 1st Choice Equipment LLC., Rentals Plus., and Gen Power Inc., carry the industry's broadest line of underground construction equipment backed by genuine Ditch Witch parts and factory-trained service staff. Providing a complete product lines of trenchers, directional boring, horizontal directional drills (Jet Trac), Ditch Witch Electronics, vibratory plows, mini-skidsteers, mini-excavators, drill pipe and trenchless equipment, the company services customers through five locations in Illinois, Indiana & Wisconsin. Since its establishment in 1970, Ditch Witch Midwest has been committed to achieving and maintaining the highest standards of customer service in an ethical and professional environment. For more information about Ditch Witch Midwest, visit <http://www.ditchwitchmidwest.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.