



SMS Mongolia Goes Live with Proven e-Emphasys Software

SMS Equipment deploys industry-specific eXtend ERP software to help Mongolia start-up achieve operational excellence.

CARY, NC, June 24, 2011 – e-Emphasys Technologies announced that SMS Equipment Inc. recently completed its implementation of eXtend, an enterprise software solution for the Equipment Service Management and Rental industries, at their start-up operation in Mongolia.

SMS Equipment Inc., based in Acheson, Alberta, is a leading supplier of equipment and services for the mining, construction, forestry and utility sectors. With over 40 branches located across Canada, SMS is one of the world's largest Komatsu distributors.

Several years ago, SMS made the decision to consolidate their multiple legacy systems onto a next-generation platform. After an extensive examination of systems, SMS selected eXtend ERP from e-Emphasys to efficiently manage their business requirements and support the growth of their business. SMS successfully converted their western legacy business systems to eXtend and deployed eXtend BI to allow the organization to make more effective decisions quickly, with appropriate information readily available across their western branch network.

With the company's growth, SMS saw an opportunity to participate in the current rapid development of Mongolia's mining sector and decided to start up a new local operation. Mongolia, a land-locked country sandwiched between Russia and China, covers an area of about 1,564,000 square kilometers - roughly the size of Alaska. Ranked among the top three fastest growing economies, Mongolia has an expected growth of up to 10% in 2011. Primary growth drivers for 2011 include: the US\$2.3bn capital budget (over one-third of Mongolia's GDP in 2010) allocated by Ivanhoe Mines and Rio Tinto to develop the Oyu Tolgoi copper/gold mine project, strong and growing investments across the mining sector as well as other asset classes, the positive outlook for commodity prices and rising export values driven by strong Chinese demand.

The selection of eXtend ERP to run the new SMS Mongolia mining business was based in part on the company's experience over the past several years in using eXtend to manage their western Canada construction, forestry and utility operations. Gordon Buttolph, Director Information Technology for SMS Equipment states that "SMS has seen significant benefits through the disciplined deployment of eXtend within our western Canadian operations. As eXtend was able to handle Mongolia's unique language and currency requirements, it was the logical choice to support our new operation in Mongolia."

Mr. Buttolph added "SMS utilized eXtend's Dynamic Enterprise Modeler (DEM), which is an integrated best business practice modeler, to map and document the steps required to complete transactions. This documentation will be used to facilitate pre and post go-live training. Unlike any of our previous systems, eXtend ERP provides the functionality and improves the processes that support our customers and suppliers. The disciplined approach in replacing multiple legacy systems with eXtend ERP continues to yield significant benefits for SMS, including improved alignment of our operations, reduced costs through efficiencies and

standardization within the company. With the effective use of resources enabled by eXtend, SMS can concentrate on growth and improving customer service.”

“With their extensive experience with several legacy business systems, SMS chose to leverage eXtend’s support of industry best practices and advanced functionality to support this new business initiative.” said Milind Bagade, CEO of e-Emphasys. “The continuing success and growth of SMS illustrates the value we can provide to customers in the equipment service management and rental industries.”

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About SMS Equipment Inc.

SMS Equipment Inc, based in Acheson, Alberta, is a leading supplier of equipment and services for the mining, construction, forestry and utility sectors. With over 40 branches located across Canada, SMS is one of the world's largest Komatsu distributors. SMS is a subsidiary of Sumitomo Corporation, a global trading company with turnover in excess of \$38 billion USD reported for their 134th fiscal year. Sumitomo Corporation ("the Company") is a leading general trading company, boasting 150 locations in 70 countries throughout the world. The Sumitomo Corporation Group ("the Group") consists of nearly 780 companies and more than 70,000 personnel. Sumitomo's Construction & Mining Systems Division conducts business on global basis, and owns several distributors and rental companies.

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, recently celebrated its 10th year in business. 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.