



# **TRANSFORM & GROW** YOUR DEALERSHIP

Innovative software solutions to drive  
maximum efficiency and profitability





Our technologies show clients exactly what they need to know to run their businesses anytime, anywhere.

But we're not just a software company.

The ecosystem of agriculture, construction, heavy truck, material handling and other equipment dealers and distributors we support with our solutions makes a lot of important things happen.



**Building homes, highways and other critical infrastructure**

We appreciate our clients and their customers: the construction workers, farmers, truck drivers and material handlers plus the loggers, miners and sanitation workers.

**Together, we help the world run every day.**



**Growing food and other crops**



**Delivering essential supplies to meet the needs of daily life**



## Total Visibility for Business Optimization

With our **digital transformation** and **data intelligence** tools, you'll have real-time, accurate information from across your organization for a single source of truth. Then you can standardize, streamline and optimize your business processes to grow your bottom line.

You'll be able to align your business strategy with how you operate to maximize opportunities and quickly resolve issues when they arise. **Total visibility into your business operations** – from the front office to the back office and in the field – means you're ready for anything.

Our **proven platforms for growth** give you access to the data you need, from wherever you are, to ensure you're on the right track to achieving your goals. Role-based dashboards and configurable reports show you what you care about most, so you can determine how to take your company to the next level.

**All these advantages can be yours with modern, unified software solutions from VitalEdge:**

- Improved collaboration between all functions
- Confidence in decision-making
- Increased efficiency
- Faster response to customer requests
- Greater profitability

Turn to pages 8-9 to read what actual clients have to say about the ROI they've realized in the areas above.





## Why Us?

- ✓ We want you to succeed because what you do matters.
- ✓ We focus on the unique requirements of agriculture, construction, heavy truck and material handling, as well as such adjacent markets as forestry, mining and sanitation.
- ✓ We know the industry like no other. Our leadership, product and operations teams have worked for equipment dealers or with them for decades.
- ✓ We're extremely passionate about technology and have the largest team of developers in our space. We continuously innovate and reinvest aggressively in researching and developing new products and services based on market needs.
- ✓ We're the go-to provider of software for command and control of your dealership. We work with all the major OEMs and directly with clients to incorporate their feedback.
- ✓ We never want to be referred to as just a "vendor." We want you to see us as a long-term partner who understands your business, anticipates your needs, and offers solutions to maximize your ROI, including 24/7 support, ongoing consulting and training, and opportunities to engage with your peers in brand-centric communities.

## VitalEdge by the Numbers

Rooftops served	4,300	OEMs	40+
Talented associates across the globe	750+	Countries where customers operate	20+
Developers continuously innovating to meet client needs	275+	Software suites with related apps	2
Associates providing customer service and support	110+	Industry focus	1
Years in market	45+		

## Your Competitive Edge

You can't equip the world to run every day without data. Whether you operate one shop in North America or hundreds of locations around the world, **connecting all the aspects of your enterprise is key** to understanding your financial status, knowing if your customers are happy, and determining what you can do better or faster.

Only with those insights can you optimize your overall performance, compete in the digital economy, and grow a lasting legacy. Of course, each client has their own metrics for measuring their achievements. Our job is to deliver solutions that **power your long-term success based on your unique requirements, with minimal short-term disruptions.**

Changing how you operate will be challenging, but embracing disruption is the only way to compete and grow. Modernization will give you **the ability to address future issues and seize new opportunities.** We have the talent, technologies and partnerships to help you create scalable and sustainable competitive advantage, and we'll be with you every step of the way.

### Here are some other reasons to trust VitalEdge with your digital ambitions:



#### Advanced automation

We empower you to automate repetitive, manual tasks at every operational layer to save time and money plus reduce errors. Grow your product lines, locations and revenue without adding headcount.



#### Freshness and future-proofing

With nearly 300 associates, our research and development (R&D) team is the largest within the industry. They stay on the cutting edge to determine how to integrate new technologies and tools to give clients a competitive edge.



#### Integrated best practices

We have worked alongside some of the industry's best-run dealerships. We have listened, learned and incorporated their best practices into our products to make that knowledge and those workflows available to you.



#### Cloud deployment

We provide flexible deployment options. The cloud offers a lot of benefits, including on-demand access, high-performance and availability, and lower capital expenditures.



#### OEM interfaces

We partner with the leading OEMs to automate their unique and specific processes. Our platforms connect manufacturers, dealers and end users to provide real-time insights and drive efficiency.



#### Unmatched services and support

Our track record of successful deployments extends across industry sectors. And aside from having the largest support team within the industry, each client is teamed with a dedicated customer success manager to support system adoption and ROI.





# Our Capabilities

VitalEdge focuses on a singular industry and its specific market sectors. We take pride in delivering innovation, value and exceptional client experiences. With our software suites, you can connect every aspect of your business to standardize and automate workflows, access real-time analytics, and make data-driven decisions. We'll give you the capabilities you need not just to carry out day-to-day operations but also to increase efficiency, customer satisfaction and profitability.

**Our fully integrated dealer management platforms support:**

- Finance
- Fleet management
- Parts
- Rental
- Sales
- Service
- Supplier management
- Warranty management
- Document management

**In addition to those core features, we also provide:**

- Business intelligence and reporting
- Customer relationship management
- Customer communications
- Inspection applications
- IT/networking/telephony
- Mobile field service and dispatch
- Multi-language, multi-currency processing
- Self-service and e-commerce portals

**Peace of mind** From disaster recovery, uptime monitoring and backups to data privacy and cybersecurity, all these important functions are built into our products and included as part of our monthly fee.

# Ongoing R&D

VitalEdge is constantly innovating to keep our software suites ahead of the competition and relevant to the markets we serve. Both e-Emphasys ERP and IntelliDealer are enhanced and upgraded based on customer-centered R&D. Our mantra is keeping them future-ready to meet client needs.

A lot of our customers are growing through organic expansion or adding rooftops through acquisitions. Whatever the catalyst may be, going from 500 to 5,000 users requires solutions that can that can scale to meet business demand.

Scalability is a key consideration in functional designs, technical architecture choices, and flexibility in adding capacity to run the desired business applications. We're constantly validating system performance and calibrating our software to manage data growth and increasing traffic and transactions.

We also regularly update the features and functionality of our software suites, releasing technology upgrades without extended project lifecycles.

And a large part of R&D is anticipating trends and how new innovations can be integrated into our roadmaps. We're using artificial intelligence, machine learning, augmented reality, the internet of things, and more to ensure our software solutions drive sustainable competitive advantage.

## Are you ready to transform and grow?

Go to [VitalEdge.com](https://VitalEdge.com) to schedule a consultation.  
We'd love to discuss your objectives and desired results and how we can help you make them realities.





# Take a look at what some of our clients have to say about the value they've realized in using our technologies.



One of the KPIs that we've historically tracked is how long it takes for us to get from the completion of a work order to actually invoicing the work order. We've been able to cut that in half in the time we've been on e-Emphasys ERP.

**Ryan Greenawalt**  
CEO



It was very important to me to improve the analytics and understanding of everything we were doing rental wise. Among our choices for software, e-Emphasys ERP stood out as having the best analytics. It was the consensus choice among our team.

**Jamie Cowin**  
President



Pre e-Emphasys ERP, our technicians were spending hours and hours on their paperwork every day. Post e-Emphasys, they're spending approximately 15 to 30 minutes a day getting all their paperwork done.

**Steve Stafki**  
VP, Service



e-Emphasys ERP has cut our service administration expense by at least 50%. I would say the reduction in time with e-Emphasys in generating financials is 70% or greater. Things that used to take two departments several days going back and forth now take 10 to 20 seconds.

**John Kimball**  
CEO



e-Emphasys ERP is going to help us considerably with our growth plans. I think that the technology platform that we've acquired, it's not only future-proof, but it's leading edge.

**Jason Powles**  
COO & Director, Group Finance



We knew we needed to modernize our business operations to best meet and exceed the needs of our customers and partners. We considered multiple ERP solutions with e-Emphasys ERP hands down having the most robust, end-to-end capabilities to support our business needs today, and scalable for future growth.

**Bradley Nuss**  
Executive VP & CFO



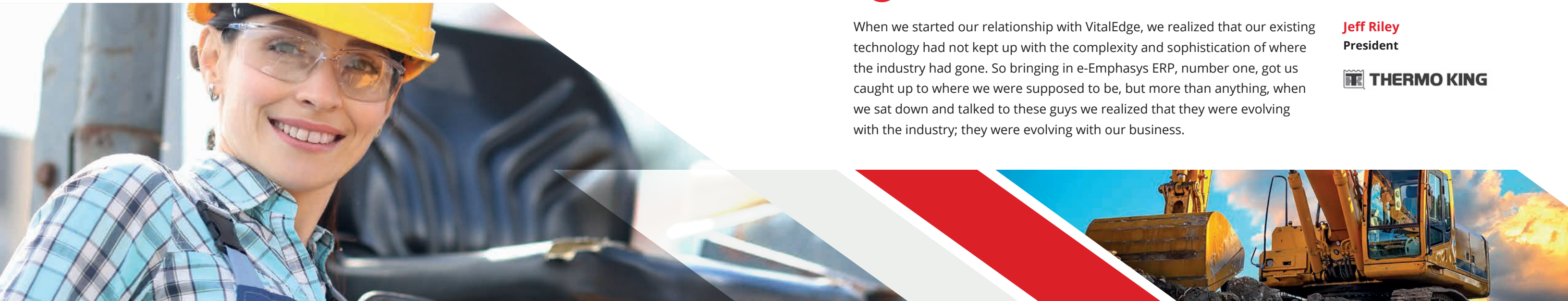
The time capture feature in IntelliDealer MobileAccess is a big help for ensuring proper billing data before closing work orders. And with the integration into IntelliDealer, we've eliminated administration time to re-enter that data.

**Julie Jackson**  
General Service Manager



When we started our relationship with VitalEdge, we realized that our existing technology had not kept up with the complexity and sophistication of where the industry had gone. So bringing in e-Emphasys ERP, number one, got us caught up to where we were supposed to be, but more than anything, when we sat down and talked to these guys we realized that they were evolving with the industry; they were evolving with our business.

**Jeff Riley**  
President



# The VitalEdge Ecosystem



We understand how to make technology work to our clients' advantage. We can do the same for you.

Visit [VitalEdge.com](https://VitalEdge.com) to schedule a call about exactly what you want to change, fix or improve and why.



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