



Kirby-Smith selects e-Emphasys solution to help improve business operations.

Kirby-Smith Machinery will use eXtend enterprise solution to help improve customer service and support growth plans.

CARY, NC, January 10, 2012 – e-Emphasys Technologies announced today that Kirby-Smith Machinery has signed a contract to implement the latest version of eXtend, an enterprise software solution for the Equipment Service Management and Rental industries. Kirby-Smith will replace its legacy software with the industry-specific enterprise software suite from e-Emphasys to help implement best business practices and support key business initiatives such as customer relationship management.

Established in 1983, Kirby-Smith is recognized as one of the premiere new and used heavy construction equipment and crane dealers in the country. Kirby-Smith has approximately 300 employees and is an authorized dealer for Komatsu, Manitowoc cranes, Grove cranes, National boom trucks, Wirtgen recyclers/stabilizers, Hamm compactors, Gomaco pavers, Sky-Trak forklifts, LeeBoy asphalt pavers and compaction, VogeLe pavers, Gradall excavators, Broce brooms, Atlas Copco, Doppstadt US, Kleemann and Rosco equipment and others. Kirby-Smith offers products and services, including rental, at 11 locations in Oklahoma, Kansas, Missouri and Texas.

The e-Emphasys eXtend solution is designed specifically to support companies that deal in heavy equipment and maintenance. Offering superior visibility over the entire equipment lifecycle, eXtend provides comprehensive and efficient equipment, rental, parts, service and finance features, including warranty and reman tracking and integrated support of many other industry-specific business processes.

“We will use eXtend’s advanced functionality to provide better visibility over our customer requirements, inventory and financials, and leverage eXtend’s OEM interfaces and Business Intelligence to improve efficiency throughout our operations.” says Keith Tippett, CFO. “e-Emphasys has a track record of proven products with leading-edge functionality. They’ve also demonstrated a solid commitment to our industry and the drive to advance their company and solutions into the future.”

President Ed Kirby commented, “Our team at Kirby-Smith thoroughly researched the solutions available for our industry. eXtend’s proven capabilities provide the tools Kirby-Smith needs to maximize our performance and deliver superior customer service.”

“We are dedicated to serving this industry with excellence. Kirby-Smith’s selection of eXtend along with our CRM, BI and OEM Interfaces illustrates the value we provide to customers in the equipment service management and rental industries.” said Milind Bagade, CEO of e-Emphasys. “We are proud that we are able to serve leading equipment dealers in the United States like Kirby-Smith, with solutions that help our customers to be more successful and support their plans for growth.”

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
www.e-emphasys.com

About Kirby-Smith Machinery

Kirby Smith Machinery was established in 1983 and is recognized as one of the premiere new and used heavy construction equipment and crane dealers in the country. Serving the construction, earth-moving, paving, roadbuilding, materials handling (including crawler, industrial and rough terrain cranes), compaction, and demolition markets, the company is the authorized dealer for authorized dealer for Komatsu, Manitowoc cranes, Grove cranes, National boom trucks, Wirtgen recyclers/stabilizers, Hamm compactors, Gomaco pavers, Sky-Trak forklifts, LeeBoy asphalt pavers and compaction, Vogele pavers, Gradall excavators, Broce brooms, Atlas Copco, Doppstadt US, Kleemann and Rosco equipment and others. Kirby-Smith and their hundreds of dedicated professional employees are committed to providing reliable new and used equipment for sale or for rent, responsive service and parts.

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.