



Kuhn reduces Parts Counter workload and generates 10% of Parts revenues through eXtend ePartsStore

Kuhn Machinery improved Parts profits and discloses additional benefits seen from industry-specific eXtend ERP ePartsStore portal software.

CARY, NC, September 21, 2011 – e-Emphasys Technologies announced that Kuhn Machinery has achieved significant operational benefits from their deployment of ePartsStore, an add-on product for the extend ERP enterprise software solution for the Equipment Service Management and Rental industries.

Kuhn is one of Europe's largest equipment companies, with operations in nine countries. Two years ago, Kuhn was looking for a product support tool to enable their larger and more sophisticated customers to buy parts online. Kuhn wanted a solution that would offer 24x7 customer access to an easy-to-use Internet parts store, with easy online access to information including price & availability, the ability to build frequent order lists, access to their online parts transaction history, the ability to specify convenient parts drop locations and to buy parts against their credit account. Kuhn selected eXtend ePartsStore and began their ePartsStore pilot with five target accounts.

Kuhn did not expect that today, fully ten percent of their parts revenues would be generated by orders placed through ePartsStore. Kuhn reported additional benefits that were not envisioned when the program was first implemented:

- In less than two years since its introduction, 10% of Kuhn's parts revenues are generated through ePartsStore. This significant customer preference reduced Kuhn's Parts counter staff workload.
- 95% of the orders received from ePartsStore customers are processed through ePartsStore.
- An increase in same-customer purchases following access to the portal suggests the ease-of-use and 24 x 7 availability of this product support tool has strengthened Kuhn customer loyalty.
- Since Kuhn requires portal customers to accept responsibility for the accuracy of their orders and to agree to restocking fees for errors, the average error rate associated with portal orders is just 0.3%, significantly below the 3.4% average Parts counter order error rate.
- The reduction in order errors also reduced Kuhn's inventory carrying costs and the costs associated with processing vendor returns.

The selection of eXtend ePartsStore was based in part on the company's positive experience over the past several years in using eXtend ERP to manage their operations. Salvatore Sacheli, General Service Manager states that "We are delighted with how the eXtend portal has improved our ability to connect with customers. Currently, the portal is in active use by over 130 customers and is generating ten percent of our parts revenues. Given the success of this program, Kuhn is committed to extending the benefits of the portal to even more customers over the next 12 months. We believe that making it easier for customers to do business with us will result in an even stronger market presence for Kuhn."

Mr. Sacheli added "Based on our experience, Kuhn highly recommends the eXtend portal for other e-Emphasys customers as a tool to strengthen the relationship between customers and your dealership."

For information and appointments for interviews please contact:

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About Kuhn Machinery

Kuhn is one of Europe's largest equipment companies, with operations in nine countries. The group stands for reliable partnership in the construction, transportation, warehousing, and logistics sectors. Kuhn's building machine division has exclusive marketing rights for Komatsu products, Powerscreen and Pegson screeners and crushers and FRD hydraulic hammers. The loading engineering division sells Palfinger truck cranes and Mitsubishi forklifts. Kuhn has had exclusive marketing rights for Palfinger cranes since 1986 and has a market share of more than 50% in Austria. Kuhn is the general importer of Mitsubishi forklifts in Austria, Hungary, and Poland.

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.