

Entersoft Business Suite by Entersoft S.A.

for Mixed-Mode Manufacturing ERP

Ted Rohm, Senior ERP Analyst // September 2015



TEC CERTIFICATION REPORT

TEC Certification Reports provide detailed analysis of leading software solutions that have successfully completed TEC's Certification Program

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About This Report



Product: Entersoft Business Suite
Version: 4.0.32
Release date: November 2014

Certification by
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Demonstration conducted by
Timotheos Anastasiadis, Presales Executive, Entersoft

Technology Evaluation Centers (TEC) is pleased to announce that Entersoft Business Suite by Entersoft S.A. is now TEC Certified for online evaluation of enterprise resource planning (ERP) solutions for mixed-mode manufacturing. The Mixed-Mode Manufacturing ERP model enables you to compare and evaluate functionality based on TEC's comprehensive model of mixed-mode manufacturing ERP software. Data used in the Mixed-mode Manufacturing ERP model are obtained from the vendor's responses to TEC's research questionnaire. Certification ensures that Entersoft has demonstrated Entersoft Business Suite's support for specific real-world business processes chosen by TEC analysts, and that TEC analysts have analytically and comparatively reviewed research questionnaire data about Entersoft Business Suite against known benchmarks.

**Compare Mixed-Mode Manufacturing ERP
Solutions Now!**



Use TEC Advisor to compare Entersoft Business Suite with other Mixed-Mode Manufacturing ERP solutions, according to your organization's needs and characteristics. It's free, fast, online, and easy—and you'll see the results immediately.

Entersoft—Software for Ambitious Enterprises

Entersoft S.A. is a leading business software and services provider in South East Europe and the Middle East. It has a prominent role in the business software development market by providing a comprehensive and integrated business software suite with enterprise resource planning (ERP), customer relationship management (CRM), retail, mobile, e-commerce, and business intelligence (BI) applications (see figure 1). The suite is developed on the latest Microsoft .NET technology and can be deployed on premise or in the cloud.

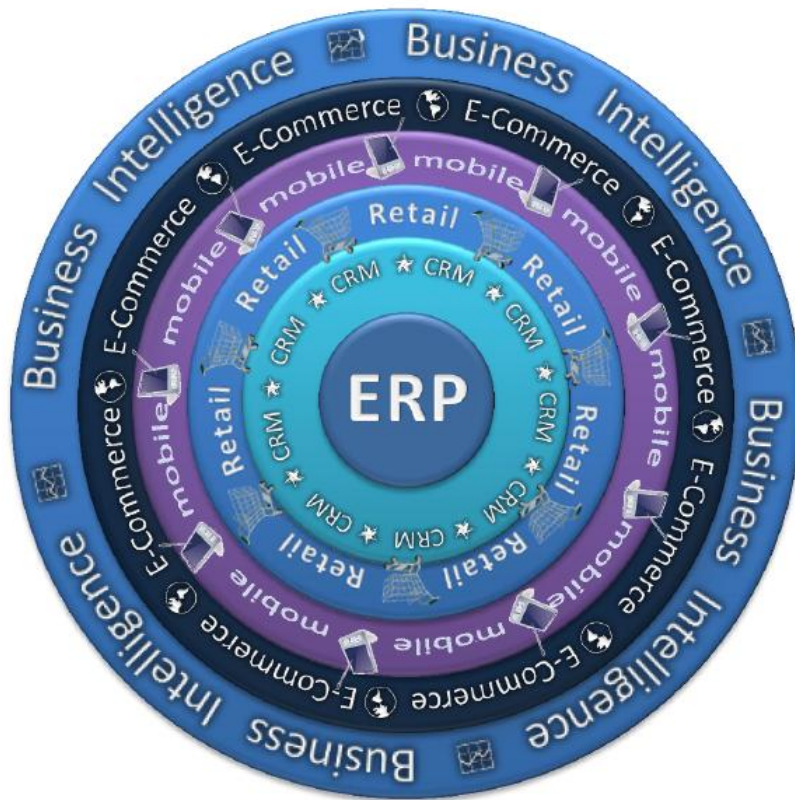


Figure 1. Entersoft Business Suite

Entersoft, with headquarters in Athens, Greece, was established in 2002 and has seen strong growth throughout the company's history. The Entersoft Business Suite for large and medium sized enterprises was officially launched in 2004, and by year's end it had boasted more than 145 customers. In 2008, Entersoft was listed on the Alternative Market of the Athens Exchange, and it founded Entersoft Romania and Entersoft Bulgaria. In 2009, it acquired Nova Consulting and Retail@Link. Today, Entersoft has a presence in eight countries (Greece, Cyprus, Serbia, Bulgaria, Romania, Saudi Arabia, United Arab Emirates, and Qatar); more than 2,500 small, medium, and large customers; and more than 170 employees.

Entersoft Business Suite is built to support companies with revenues between \$5 million to \$500 million (USD) and for 10 to 500 users, and can scale to support larger organizations. Entersoft has customers across a wide range of industries including financial institutions (banks and insurance), manufacturing organizations (medical devices, chemicals, food and beverage), wholesale and warehouse distribution, and services industries.

Entersoft Business Suite supports multiple locations, multiple languages (English, Greek, Bulgarian, Romanian, Serbian, and Arabic), and multiple currencies. Entersoft Business Suite's ERP system contains modules for financials, managerial accounting, cash and liquidity, receivables and payables, inventory management and logistics, sales and distribution, procurement and supply management, production management, and project management.

In an independent survey of its customers, Entersoft scored high in many categories: 94% of customers are satisfied with their products and support services; 88% of customers intend to recommend Entersoft and its products; 82% of customers report higher satisfaction than expected; and 84% of customers recognize higher return on investment than expected. The overall satisfaction rating is 89%.

Entersoft provides additional services and support. Services include implementation, software development, integration, solution optimization, education, and certification. Entersoft's continuous support services include new version upgrade, remote support, in-house support, and preventive maintenance.

Entersoft has adopted a distinctive implementation methodology based on the fact that the software already includes ready-made scenarios that can be instantly implemented for core business processes. Entersoft's ready-made best business practices have been derived from the company's business and technical know-how and expertise after implementing a large number of projects in medium and large sized businesses from different industry sectors. Entersoft's implementation services include initial software installation procedures, data migration from other systems, business processes customization, user training, and software go-live.

Benchmark Results for Entersoft Business Suite

The TEC Focus Indicator presents the results of benchmarking Entersoft Business Suite against an **Industry Average**. TEC calculates the industry average for a given software market space based on product data from real-world software solutions, scoring solution support for hundreds to thousands of features and functions. The Industry Average circle in the middle of the graph is a normalized representation of the average of the scores.

- The Focus Indicator represents neither the quality of the product nor an absolute quantity of supported functionality. Rather, the **graph is normalized** to show *support relative to the average quantity of functionality supported*.
- The functional criteria have been equalized (attributed equal weight).
- High and low thresholds have been set in order to create the “Dominant,” “Competitive,” and “Minimal Support” zones (see below for more details).

Reading the TEC Focus Indicator

The axes represent the main modules of a typical mixed-mode manufacturing ERP product and the red dots show the relative support of the product compared with the Industry Average. The closer a red dot is to the center, the more functionality the product supports for that module.

The **Industry Average circle** marks the relative support of the average mixed-mode manufacturing ERP product within the indicated market space.

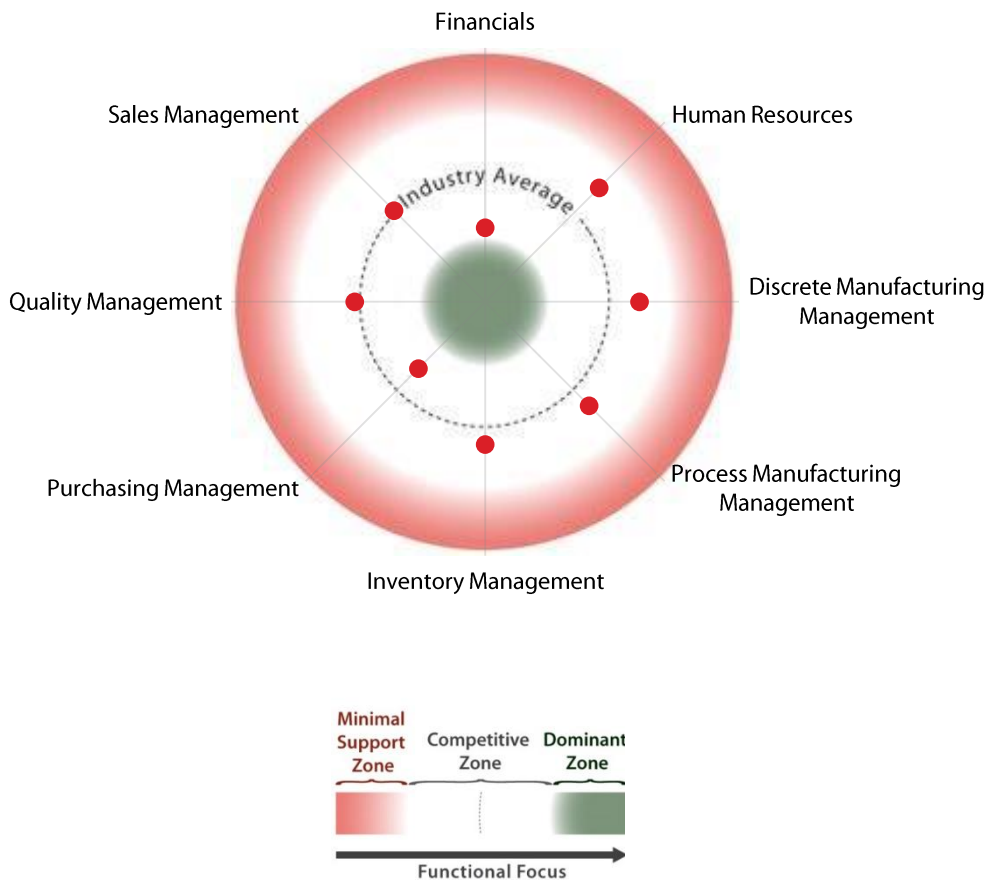
The **Dominant Zone** (green) shows where the product supports more functionality than the average solution. Dominant modules are likely to be competitive differentiators for the vendor.

The **Competitive Zone** (white) shows where the product supports about the same amount of functionality as the average solution. This typically indicates that most vendors in this market space support this functionality.

The **Minimal Support Zone** (red) shows where the product supports less functionality than the average solution. Minimal Support modules might indicate less of a focus for this functionality, as it may not have as much of an importance within the vendor’s target market.

If your needs correspond to modules ranked closer to the center of the Focus Indicator, Entersoft Business Suite may be an application worth evaluating.

This **TEC Focus Indicator™** shows you which types of functionality are likely differentiators for Entersoft Business Suite in the mixed-mode manufacturing ERP software space.



TEC Focus Indicator for Entersoft Business Suite

Entersoft Business Suite is a competitive solution within TEC’s model for mixed-mode manufacturing ERP solutions. The financials and purchasing management modules score better than the industry average, while the remaining modules ranked here rank in the competitive zone. The solutions that are used to compute the industry average have very solid functional capabilities, so Entersoft Business Suite’s scoring indicates that it is able to match up against these other solid ERP solutions.

Like many ERP solutions, Entersoft Business Suite relies on third-party solutions for most of the human resources capabilities. Entersoft is currently working on a warehouse management system (WMS) which will significantly increase the solution’s inventory management capabilities.

Use TEC Advisor to compare Entersoft Business Suite by Entersoft with other ERP solutions for mixed-mode manufacturing, according to your organization’s needs and characteristics. [Compare now.](#)

Product Review: Entersoft Business Suite

Fit and Finish

Ergonomics and Usability

Entersoft Business Suite is built with user ergonomics in mind. The user experience has all features of a modern, advanced ERP solution. Most users will enter the system through a role-based dashboard. An example of such a dashboard for a sales representative to manage sales leads is shown in figure 2. The dashboards are interactive, allowing the user to view areas of their responsibility, such as key tasks or activities in list views or in a graphical presentation. The charts in the dashboard are also interactive, allowing the user to filter important information and quickly drill down to take action on that information.

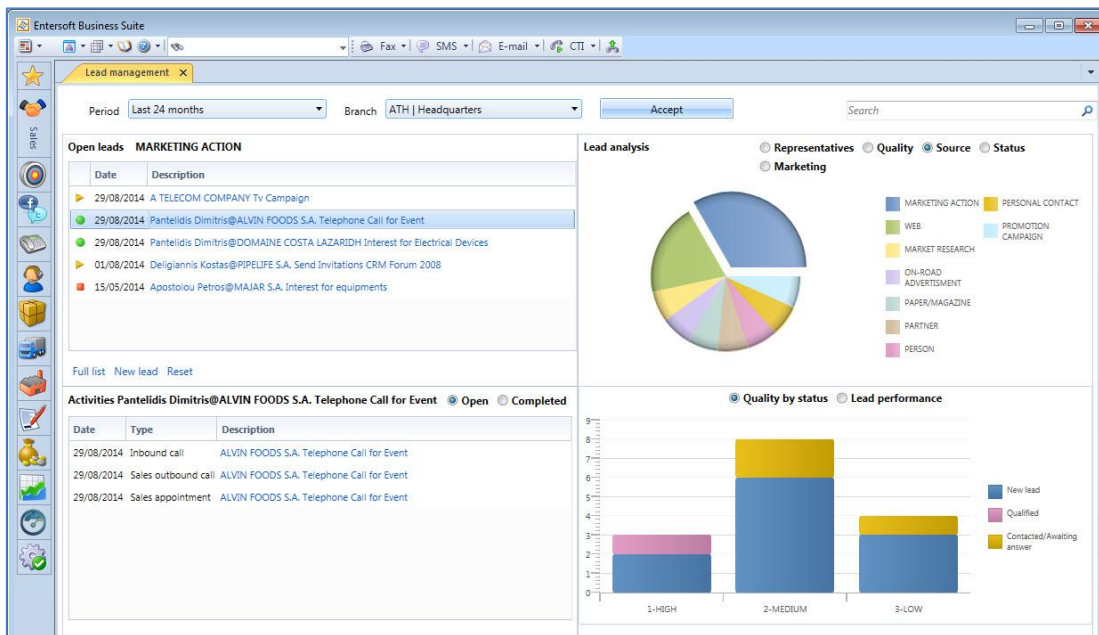


Figure 2. Role-based dashboard example—Sales Lead Management

The application menu on the left-hand side displays all application functions available to the user, such as Sales, Marketing, Purchasing, Production, and Financials. Built using Microsoft .NET technology, the system has the familiar Microsoft Office look and feel. The application toolbar at the top of the screen gives access to documentation, a text search tool, and an action history log. The user favorites (similar to the browser favorites function), automatic reminders fully integrated with Microsoft Outlook, and the status bar make up the ergonomics features of the user interface. In fact, I would even say that Microsoft could pick up a few pointers for their own ERP solutions by taking a look at what Entersoft has accomplished.

The major screens or as Entersoft calls them “sites” are very elegantly designed. All major functions can be performed using buttons, keyboard combinations tied to common functions, or menu items. From every highlighted entity, the user can right-click to see all additional actions available on that entity. Figure 3 is an example of the create purchase order (PO) site. Within this site, one can also see how the Entersoft Business

Suite uses color to highlight important information on both columnar and row data. Users can also modify site layouts to suit their own unique needs.

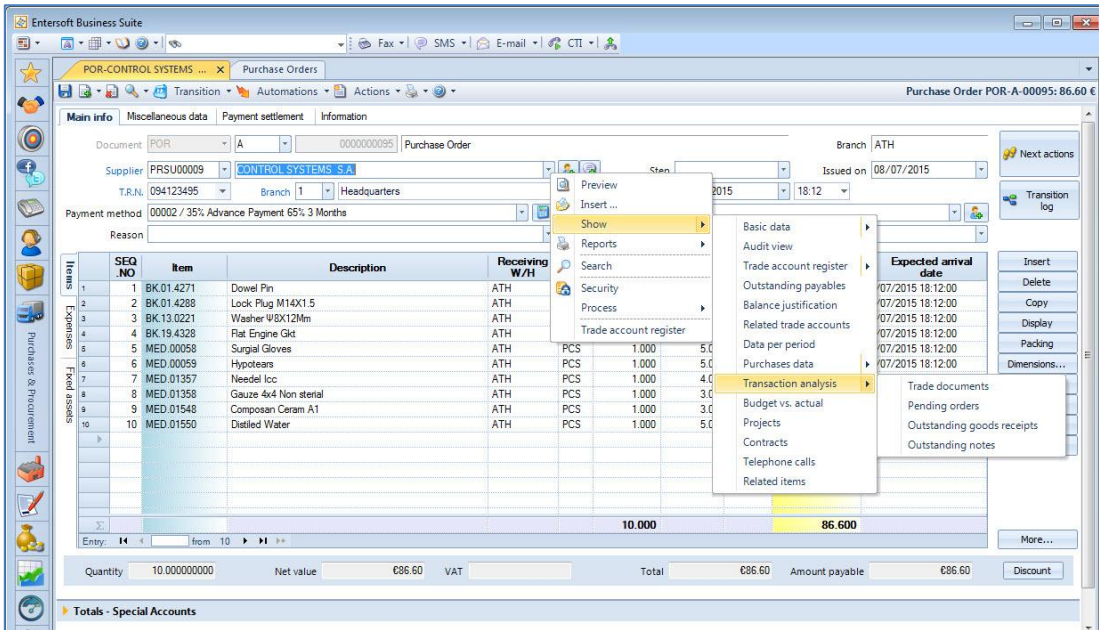


Figure 3. Create purchase order (PO) screen

Embedded across the system are data lists for managing repeating information in the system. These lists are like having Microsoft Excel embedded into the system (figure 4). The Excel-like data grids are very powerful, as they give the user the ability to do ad-hoc reporting without having to rely on other reports or tools to develop reports for them. All lists in the system are dynamic, allowing a user to filter, sort, subtotal, and set columnar limits on the data displayed. The user has complete control over the layout of this lists and can include/exclude the columns he/she wished to see. The output can, of course, be exported to standard office tools such as Microsoft Excel, or printed, e-mailed, etc. These custom list views can be saved for later re-use.

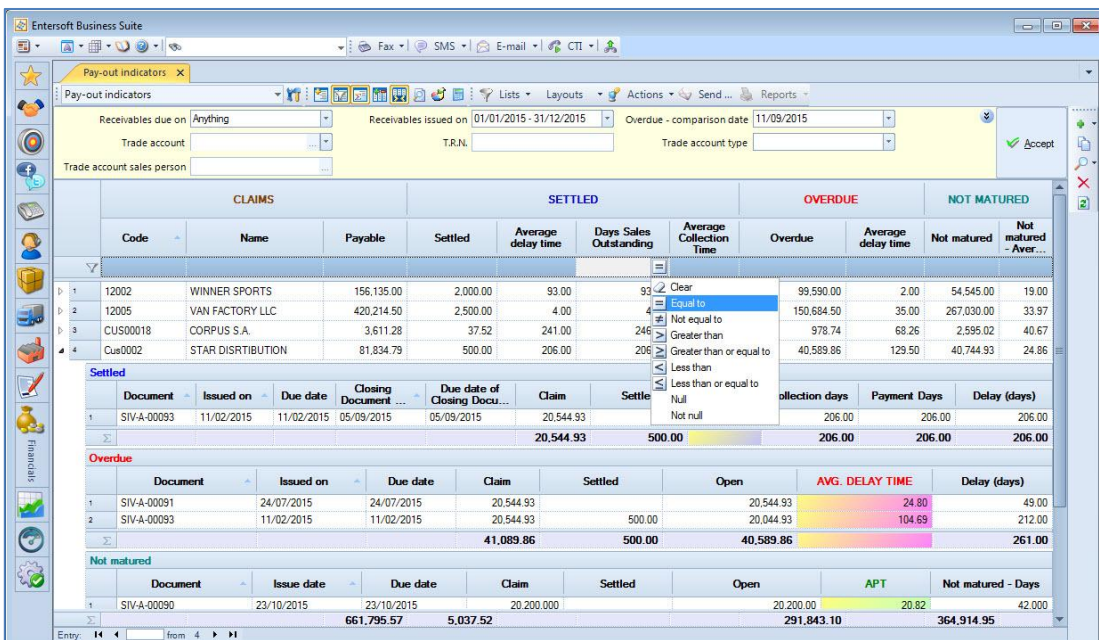
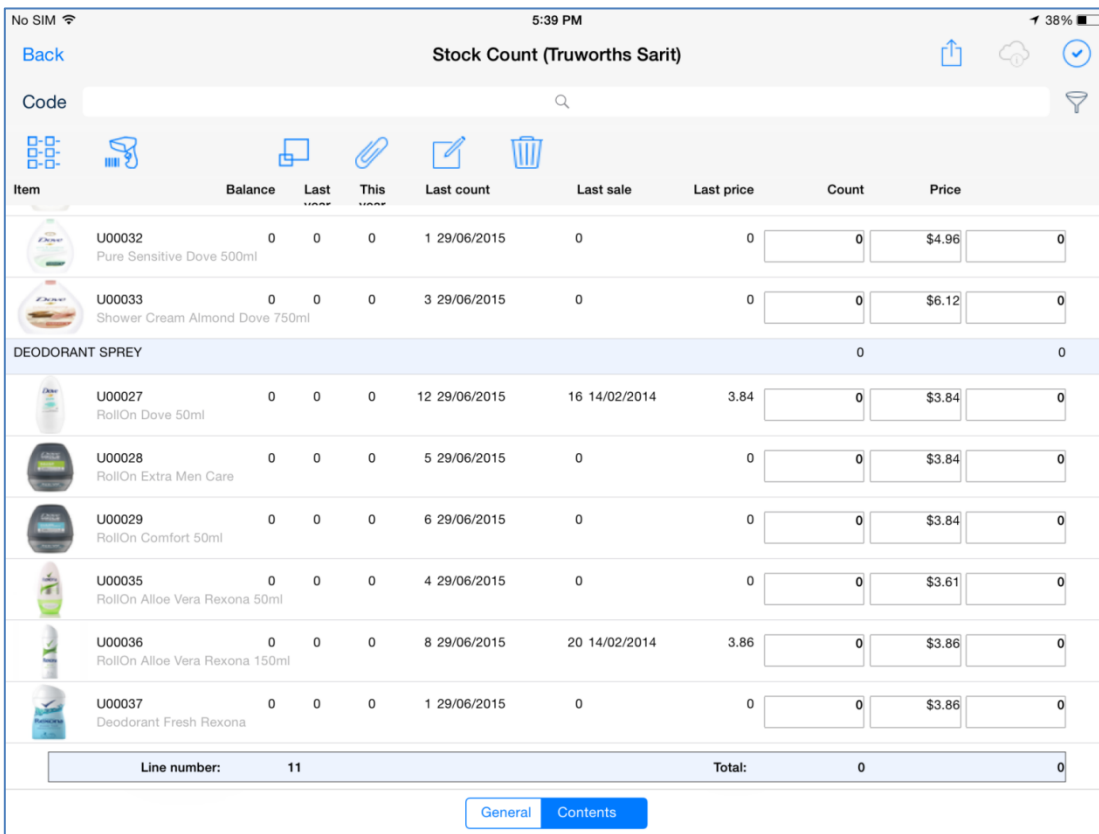


Figure 4. Microsoft Excel-like object lists

Mobile

Entersoft offers a broad set of mobile applications to its customers. It is a recognized leader in mobile application development, and is the first Greek software company to deliver a business mobile app on Apple Store. In fact, the company has as received multiple awards. In 2013, Entersoft Mobile SFA (sales force automation) won in the Business and corporate apps category at AppWARDS 2013. Most recently, Entersoft won the silver award in the organizational technologies category for implementing Entersoft Mobile SFA at client Frezyderm, and the bronze award in the sales technologies category for L'Oréal Hellas.

The Entersoft mobile apps are natively developed on iOS, Android, and Windows mobile. The apps are developed first for iOS, where Entersoft delivers the largest number of offerings (figure 5). Mobile apps are built for order processing, sales opportunities, merchandizing task management, point-of-sales (POS) entry, services tasks, and many other critical tasks for the mobile organization. The apps are available for download on the Google and Apple stores.



Item	Balance	Last count	Last sale	Last price	Count	Price
U00032 Pure Sensitive Dove 500ml	0	0	1 29/06/2015	0	0	\$4.96
U00033 Shower Cream Almond Dove 750ml	0	0	3 29/06/2015	0	0	\$6.12
DEODORANT SPREY						0
U00027 RollOn Dove 50ml	0	0	12 29/06/2015	16 14/02/2014	3.84	\$3.84
U00028 RollOn Extra Men Care	0	0	5 29/06/2015	0	0	\$3.84
U00029 RollOn Comfort 50ml	0	0	6 29/06/2015	0	0	\$3.84
U00035 RollOn Aloe Vera Rexona 50ml	0	0	4 29/06/2015	0	0	\$3.61
U00036 RollOn Aloe Vera Rexona 150ml	0	0	8 29/06/2015	20 14/02/2014	3.86	\$3.86
U00037 Deodorant Fresh Rexona	0	0	1 29/06/2015	0	0	\$3.86
Line number:		11	Total:		0	0

Figure 5. Mobile merchandizing on Apple iPad

Business Platform Services

The business platform services provide the foundation for an ERP system. The business platform services include reporting and analytics, workflows and alerts, document management, security management, and transaction tracking. The Entersoft Business Suite is developed on top of a solid foundation and has deep functionality in these areas.

Reporting and Analytics

Entersoft delivers a full range of embedded tools for reporting and business intelligence. The Entersoft tools include a report designer, an online analytical processing (OLAP) cube designer, a dashboard designer for

interactive chart and graphic development, as well as a 2-D geanalytics. All these tools are built so that non-technical personnel can contribute to the development and delivery of reports and analytics. For those who prefer Crystal reports, there is an interface for integrating them into the system.

Document Management

Entersoft Business Suite lets a user attach any type of document (.doc, .xls, .jpg, .pdf, .avi, etc.) to any entity in the system. The documents can be categorized, organized, and managed via a document management utility tool that tracks all key document attributes such as created date and user, last modified date and user, etc. The documents can be saved to disk or in the database. When a document is saved in the database, the system can search contents of the document.

Workflows and Alerts

Entersoft supports business process automation with two tools. The first tool manages what Entersoft calls “automations” and the second manages “business rules.” With automations, the user can create new entities or update existing ones based on the information available from an entity or a list result set, for example, create a sales quote from an opportunity. The business rules are dynamic server-based triggers, and do not involve the user in order to update an entity or create a new one. The business rules are used to support and enforce a company’s processes and policies. The two tools have the same look and feel, and allow the user to create automations or business rules from an intuitive user interface.

Security

The system has very elegantly designed and sophisticated security functionality. User privileges are established on “privilege items” or a group of privilege items. Different rights are relevant to different categories of privilege items, which are managed differently depending on the items’ function within the system. For example, actions/process items can only be executed, while data fields can be viewed, input, or edited.

Key Product Differentiators

Ease of Implementation and Maintenance

Entersoft provides a number of tools and capabilities that enable easier system implementation and maintenance. The system is installed with preconfigured business rules and alerts to fit particular industry verticals. A couple of additional hidden gems are a tool for setting invoice policies and a tool for managing customer credit. The invoice policy tool allows for setting complex conditions and defining actions to take when processing an invoice, for example, if a customer orders more than 100 units, give a 5% discount. These two tools are built for end users, such that a company doesn’t need to have technical, development resources involved every time there is a pricing policy change. As mentioned above, the reporting and BI tools make it easy for savvy users to design, build, and deploy their own enhanced analytics.

Segmentation Studio

Entersoft Business Suite comes with a very unique and versatile tool called the segmentation studio. The tool provides a unique approach to allow a user to segment almost any aspect of the information in the system, e.g., business account attributes, person attributes, address attributes, sales attributes, etc. A segmentation model is built by simply dragging the desired attribute onto the screen and answering how this attribute should be applied to the model. The system immediately displays the outcome of the new attribute addition. Figure 6 shows how a segmentation model is built to look for customers who ordered three different types of products and also ordered the top-selling items in a particular product category. These segmentation models can then be used to drive a number of different outputs such as a detailed sales report, or, as seen in figure 6, can feed directly into a marketing campaign. The segmentation studio can be used by virtually every department and is limited only by the imagination of the user, but it is especially powerful for sales and marketing organizations.

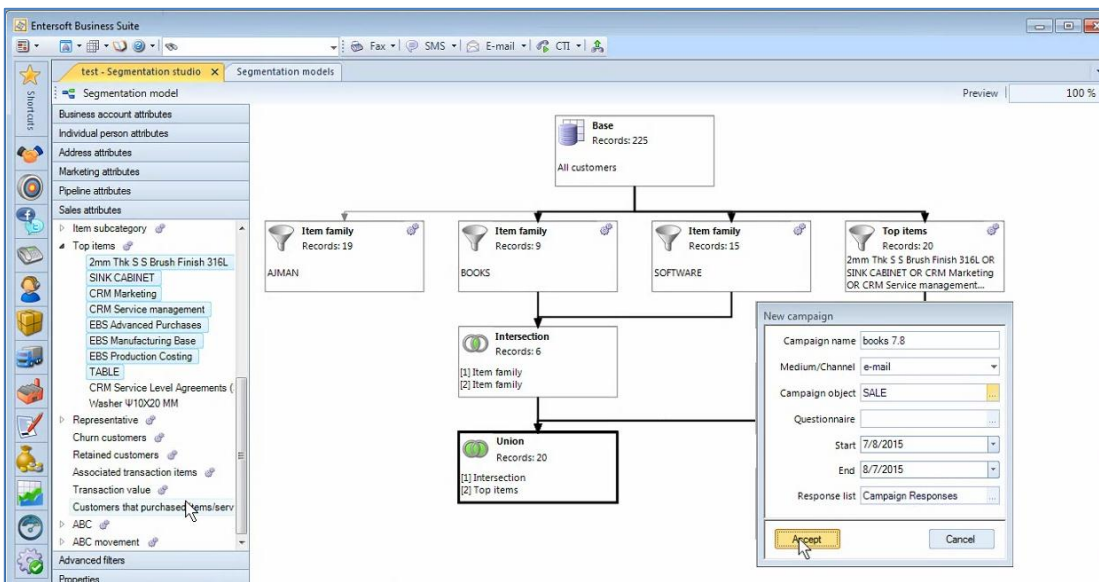


Figure 6. Segmentation studio model feeds marketing campaign

TIP: Creating a demo script is an essential part of the software selection process to ensure your most important business requirements are addressed. TEC offers demo script creation as part of its comprehensive offerings for software evaluation and selection projects—for more information see [TEC's Software Evaluation and Selection Services](#).

TEC Analyst Observations on Entersoft Business Suite

Entersoft and the Entersoft Business Suite ERP solution deliver on all the major requirements of an ERP system and vendor.

- **Solid company**—Entersoft is financially secure. The company has zero debt, and reported 10 million revenue and 1.7 million (USD) profit in 2014. The company will invest a total of 5 million euros from 2014 to end of 2015. Entersoft is a Microsoft Gold Certified Partner.
- **Great user experience**—The user interface features from dashboards to Microsoft Excel-like data grids to the nuanced use of screen colors deliver an accessible and enjoyable user experience. Additionally, Entersoft is currently developing a state-of-the-art set of mobile apps for the untethered enterprise.
- **Solid product capabilities**—The system delivers strong functionality across TEC's model for mixed-mode manufacturing ERP systems, and has unique features that are built to make it easier for organizations to support and maintain their business processes.
- **Powerful platform**—The system is built on the Entersoft Business Suite Foundation. The foundation provides a solid platform which supports all key system platform services such as document management, security, and reporting and analytics.

In addition to the Entersoft ERP solution, Entersoft delivers a broad product portfolio to help organizations tackle their business challenges. Entersoft's complete portfolio includes Entersoft Business Suite, Entersoft Expert, Entersoft Retail, Entersoft CRM, Entersoft e-commerce, and Entersoft Mobile.

Entersoft has a solid product roadmap. Upcoming product releases will include a warehouse management system (WMS), content management system (CMS), new e-commerce platform, field service for iOS, request and approval, and an improved knowledge base.

It's not hard to see why Entersoft's customers are very satisfied with the company, its products, and its services. Organizations looking for an ERP solution that competes with larger, big-name vendors like Microsoft, Sage, SAP, and Oracle but at a better price will want to include Entersoft in their selection process. Companies outside of Entersoft's current coverage areas will unfortunately have to wait until the company expands into other geographies.

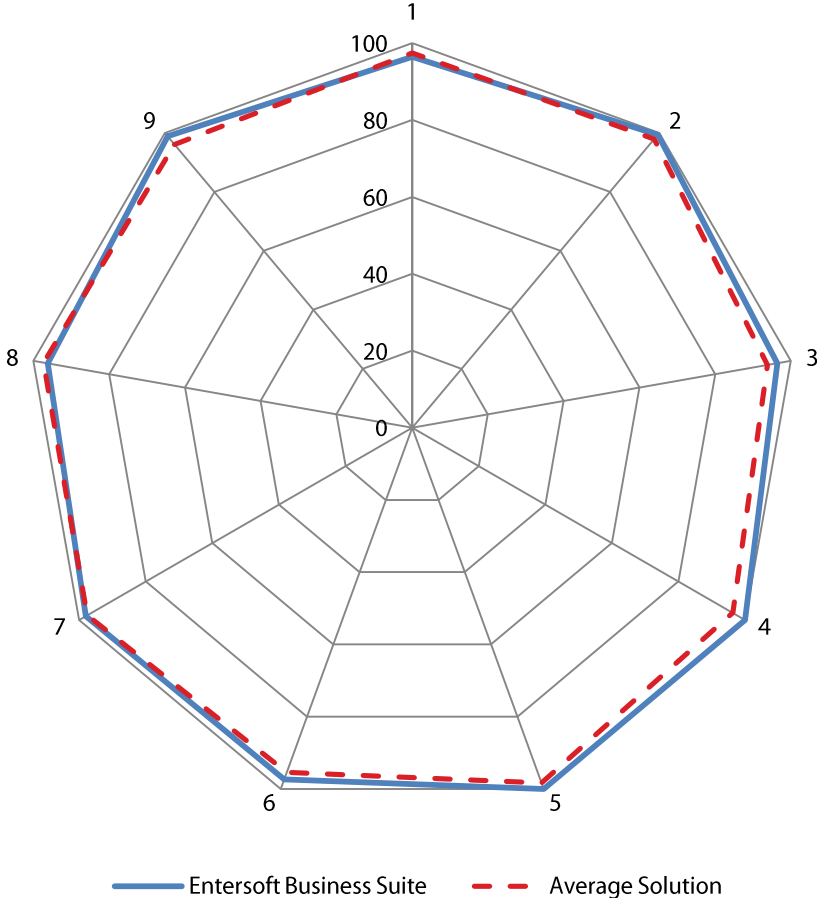
Detailed Functionality Graphs for Entersoft Business Suite by Entersoft

The following functionality benchmark graphs represent the quantity of support by Entersoft Business Suite for the functionality within each module identified in the TEC Focus Indicator, on a scale of 0 to 100 points. The closer the plotted value is to 100 (toward the outside in spider graphs, toward the top in bar graphs), the more functionality Entersoft Business Suite supports. The functionality of Entersoft Business Suite is shown in blue; an average of what competitor solutions offer is shown in red.

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Financials

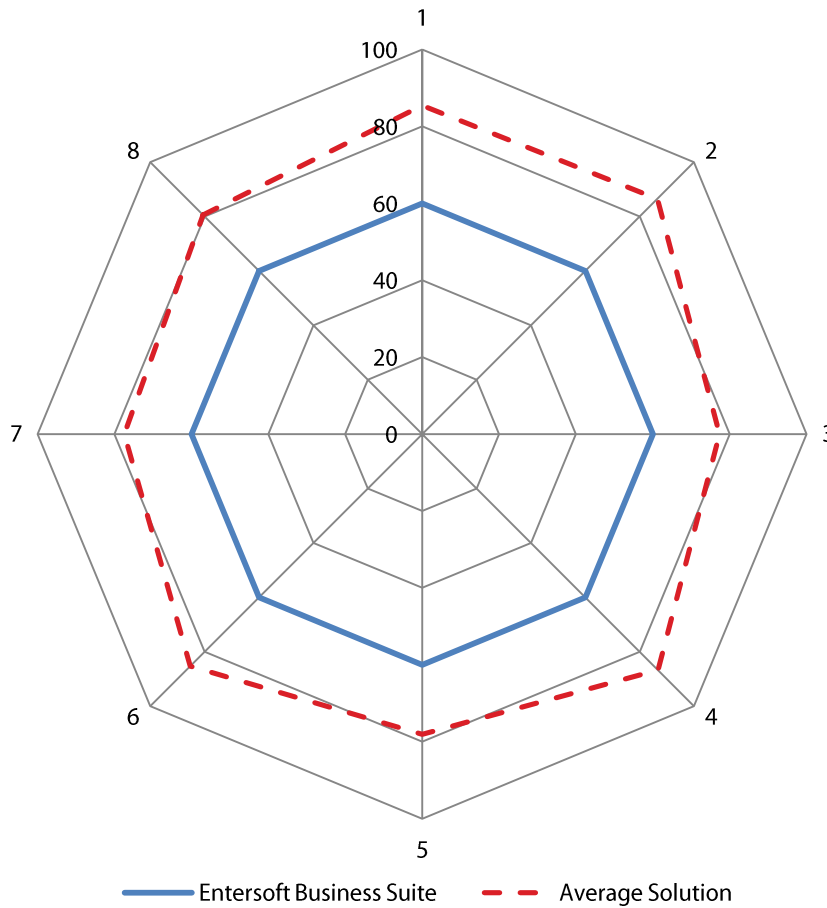
The Financials module provides features and functions that allow accountants and financial managers to ensure financial transactions are tracked and properly recorded, and that this information is available via reports and other data retrieval tools. Traditionally, this module includes the General Ledger, Accounts Payable, Fixed Assets, Cost Accounting, Cash Management, Accounts Receivable, and Financial Reporting submodules.



Criteria	Entersoft Business Suite Score	Average Score
1 General Ledger	96.4	97.4
2 Accounts Payable (A/P)	99.4	97.9
3 Fixed Assets	96.4	93.8
4 Cost Accounting	100	96.3
5 Cash Management	100	98.3
6 Budgeting	97.3	95.4
7 Accounts Receivable	98.0	97.6
8 Financial Reporting	96.2	97.3
9 Project Accounting	98.9	96.1

Human Resources

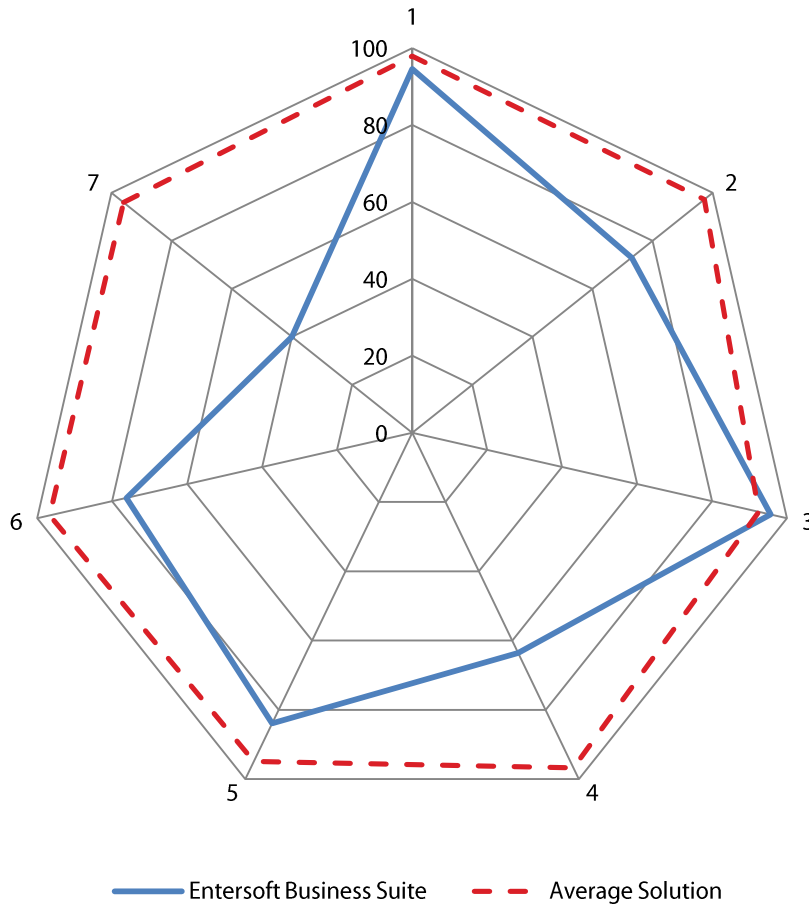
Human Resources management encompasses all the applications necessary for handling personnel-related tasks for corporate managers and individual employees. Submodules are: Personnel Management, Benefits, Payroll, Employee Self-Service, Employee Metrics, Health and Safety, Workforce Management, and Training.



Criteria	Entersoft Business Suite Score	Average Score
1 Personnel Management	60.0	85.4
2 Benefits	60.0	86.5
3 Payroll	60.0	77.3
4 Employee Self-Service	60.0	86.8
5 Employee Metrics	60.0	78.1
6 Health and Safety	60.0	85.3
7 Workforce Management	60.0	77.4
8 Training	60.0	80.6

Discrete Manufacturing Management

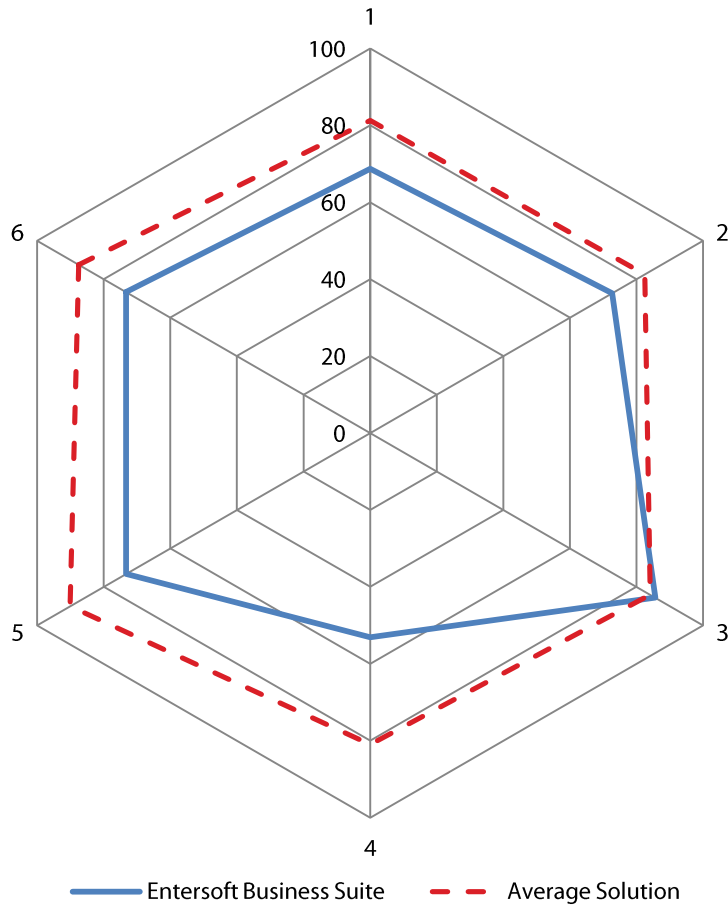
The Discrete Manufacturing Management module covers discrete manufacturing and provides the ability to plan production at various scales, rolling high-level plans down into daily schedules of individual machines and workers, and tracing real-time situations on the production shop floor and in planning to control manufacturing. This ensures that manufacturing facilities follow production plans in an accurate and timely manner, and that manufacturing schedules and operations are altered as required. It involves product configuring, work centers and machines dispatching, all aspects of work-in-progress management, and comprehensive product costing functionality. It also provides a consolidated view of the production situation using extensive multi-level reporting capabilities.



Criteria	Entersoft Business Suite Score	Average Score
1 Product Costing	94.6	97.9
2 Shop Floor Control	73.0	97.2
3 Field Service and Repairs	95.6	92.5
4 Production Planning	63.6	96.7
5 Project Management	83.9	94.9
6 Product Data Management (PDM)	76.2	96.7
7 Product/Item Configurator	40.0	96.0

Process Manufacturing Management

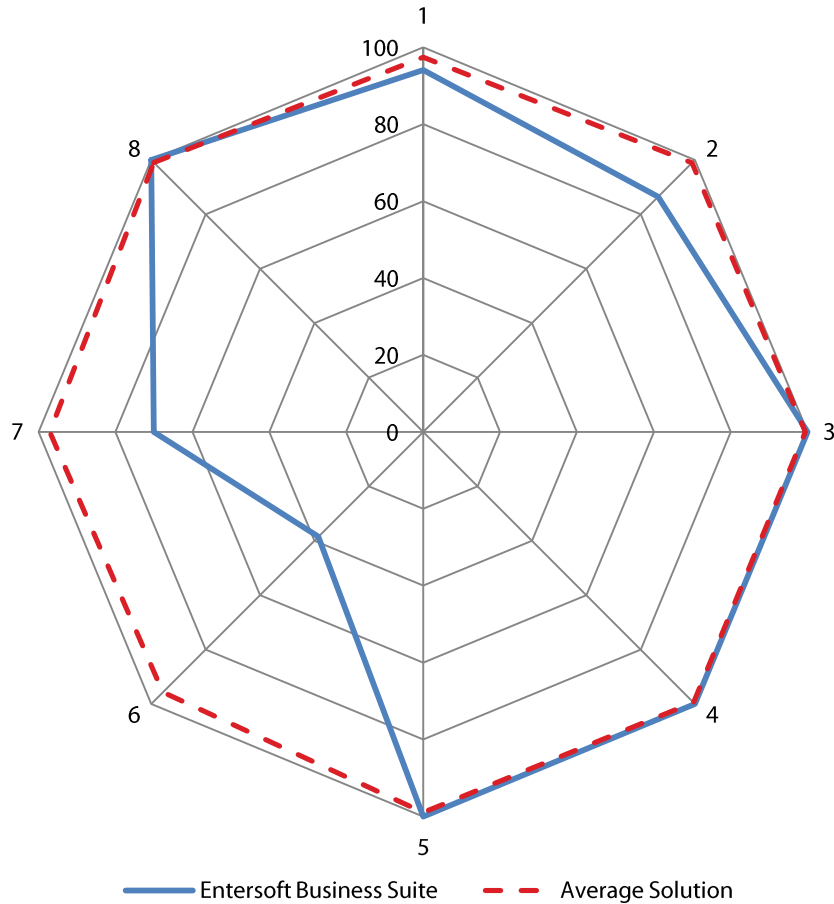
Process Manufacturing Management covers specifics that are applicable to process type of manufacturing. Formulas and recipes, modeling of process using formulas and routings, process batch control and reporting, conformance reporting, process manufacturing costing, and process manufacturing-related material management are the major functional areas of this module. It also provides a consolidated view of the production situation using extensive multi-level reporting capabilities.



Criteria	Entersoft Business Suite Score	Average Score
1 Formulas/Recipes	68.7	81.3
2 Process Model (Formulas + Routings)	72.7	82.5
3 Process Batch Control and Reporting	85.6	84.1
4 Conformance Reporting	53.1	81.0
5 Process Manufacturing Costing	73.3	90.1
6 Material Management	73.3	87.5

Inventory Management

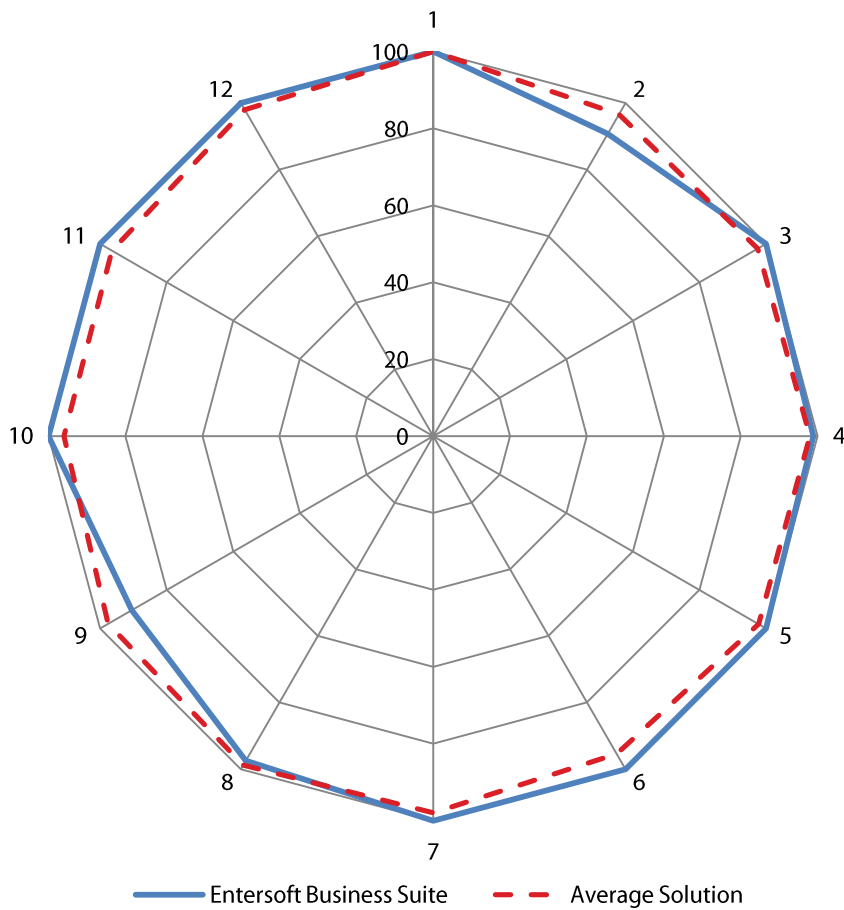
Inventory Management functionality addresses the record-keeping of warehoused goods, and managing the movement of these goods to, from, and through warehouses. Forecasting, finished goods reservation and allocation processes, and inventory adjustments are also a part of this functional module.



Criteria	Entersoft Business Suite Score	Average Score
1 Inventory Management—Online Requirements	94.1	97.4
2 Processing Requirements	86.4	98.9
3 Data Requirements	100	99.4
4 Reporting and Interfacing Requirements (Inventory Management)	100	99.5
5 Locations and Lot Control	100	99.0
6 Forecasting	38.5	95.7
7 Reservations and Allocations	70.0	97.1
8 Adjusting Inventory	100	99.1

Purchasing Management

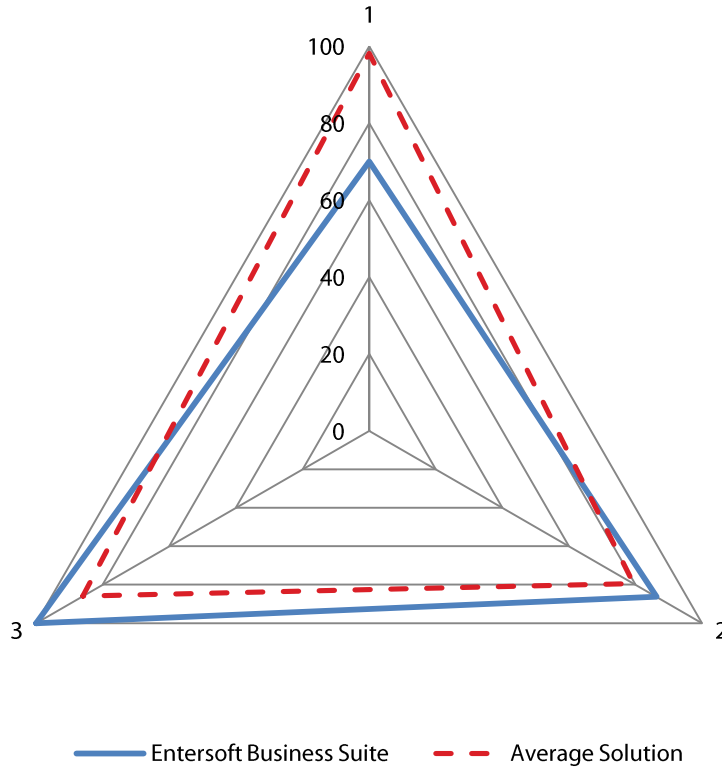
Purchasing Management encompasses a group of applications that controls the purchasing of raw materials and manages inventory stocks. It also involves creating purchase orders/contracts, supplier tracking, goods receipt and payment, and associated regulatory compliance analysis and reporting.



Criteria	Entersoft Business Suite Score	Average Score
1 Profile of Suppliers	100	100
2 Rating of Suppliers	90.8	96.6
3 Requisitions and Quotations	100	97.5
4 Purchase Orders (POs)	98.9	98.0
5 Pricing	100	97.7
6 Vendor Contracts and Agreements	100	95.4
7 Management of POs	100	98.0
8 Procurement Reporting and Online Reporting	97.5	98.8
9 Repeat Procurement	90.5	97.6
10 Receipts for Procurement	100	96.0
11 Online Requirements for Purchasing Management	100	96.4
12 Reporting and Interfacing Requirements	100	98.0

Quality Management

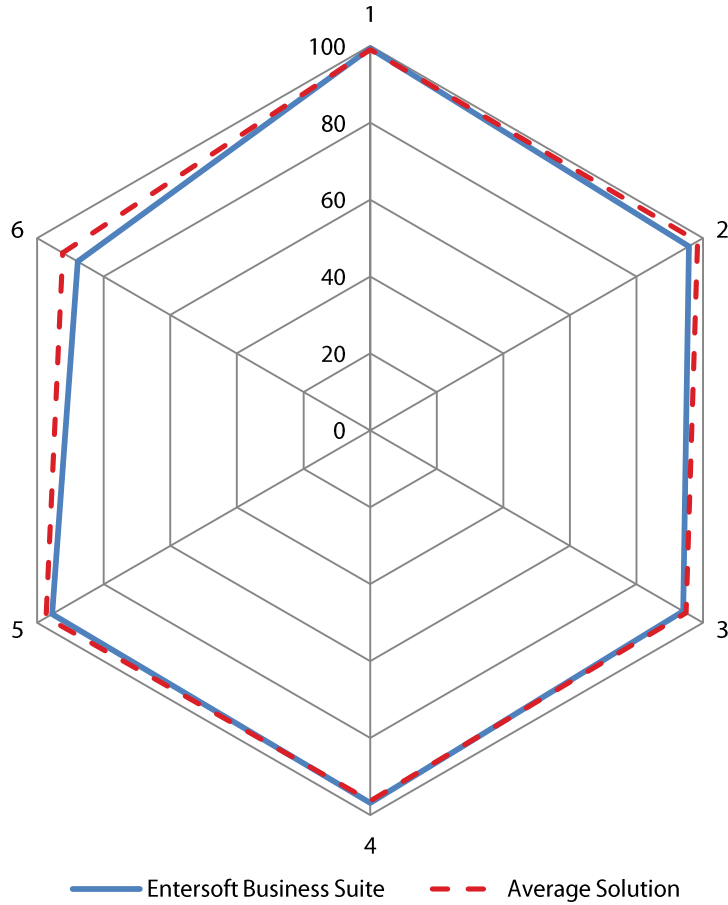
Quality Management refers to the set of actions taken by an organization to ensure that it creates and delivers high-quality products. Organizations must comply with national and international rules and regulations related to product quality, but they often also create and use internal requirements for quality control. Specific procedures need to be set up in order to ensure that the end products comply with internal or external quality standards. All these activities need to be well documented in order to provide the information needed when customers are not satisfied with the quality of the products received. Government agencies may also require this information for control and verification.



	Criteria	Entersoft Business Suite Score	Average Score
1	Production Quality Management	70.0	98.2
2	Non-Production Quality Management	86.3	79.4
3	Inventory Quality Management	100	86.0

Sales Management

Sales Management encompasses a group of applications that automates the data entry process of customer orders and keeps track of the status of orders. It involves order entry, order tracing and status reporting, pricing, invoicing, etc. It also provides basic functionality for lead tracking, customer information, quote processing, pricing and rebates, etc.



Criteria	Entersoft Business Suite Score	Average Score
1 Online Requirements (Sales Management)	99.3	99.0
2 Reporting and Interfacing Requirements	95.7	98.3
3 Available-to-Promise (ATP)	94.0	94.9
4 Pricing and Discounting	96.9	96.4
5 Customer Service and Returned Goods Handling	95.5	97.3
6 Customer Relationship Management (CRM)	87.8	92.3

About Technology Evaluation Centers

Technology Evaluation Centers (TEC) is a software advisory firm helping organizations take the complexity and risk out of finding the right software solution. TEC helps organizations of any size, from both the private and public sector, through all phases of the technology decision life cycle, with practical, impartial, and expert decision support services that drive business success.

TEC's online evaluation centers contain in-depth research and catalog vendors' support for thousands of enterprise software features and functions, making TEC a leading resource for IT decision makers around the world.



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