PRIORITY ERP

Introduction

About Eshbel Technologies

Eshbel is a private corporation, headquartered in Israel, led by a group of high-tech industry veterans, computer scientists and hi-tech professionals who have been in the software business for many years.

Founded in 1986, **Eshbel**'s current install base exceeds 5000 sites in over 30 countries, with a combined user community estimated at over 200,000 Priority users. Every day, world class corporations in various industries rely on Priority, our flagship enterprise management product, to run their global operations. **Eshbel** stands behind its product, dedicated to provide quality services and support with total commitment to excellence.

Eshbel has achieved worldwide recognition with its strong track record of providing reliable service to businesses worldwide. **Eshbel**'s position as the leading local provider of ERP/CRM solutions in the Israeli market, along with continued penetration of international markets, is testimony to the excellence of the products offered and accompanying service provided.

Eshbel has been on a continued growth path for the last years, expanding its revenues and profitability from one year to the next.
Our customer base includes thousands of satisfied customers, hundreds of which are public corporations that use our Enterprise Resource Planning software package for their global operations.

About Priority ERP

Priority ERP is a fully-integrated, comprehensive, HTML5 based web enabled ERP software solution. Priority is an affordable, easy-to implement, complete business management solution. Designed specifically for small and midsize enterprises it ensures company growth, helps increase profitability and control, and automates your business processes. This comprehensive solution comprises all the core functions you need to run your growing business including administration, financial accounting, banking, sales, purchasing, customer relationship management, stock control, manufacturing, management accounting and reporting.
Managers and employees alike can process information more effectively, helping them make sound business decisions. Through one single system, business owners and managers can now get on-demand access to a true and unified picture of critical, up-to-the-minute business information across the entire organization.

"Looking back, I certainly could not have predicted the positive impact Priority has made on our business."
Ethan Boron, President, BioPlastics Company

Key Differentiators

Priority's solution gives you an unlimited framework to work with, providing numerous advantages:

Integrated Web Based Application

A single solution bundling top notch financial capabilities with CRM, WMS, and document management.
The HTML5 interface allows on-line real-time access to the system for any users who are remote from the office. The in-built customizable web interface allows customers/suppliers to request information, orders, quotations, support, etc. Priority can easily be integrated with a range of 3rd party products, including customers' own web-sites.

Customizability

Unsurpassed customization tools facilitate rapid and efficient user-level configuration as well as software customization, which are preserved through version upgrades without a hitch.
Priority offers a high level SQL development environment for private customizations that does not require JavaScript expertise. Programmers can develop UI-dependent logic (with field dependencies) with no need to refer to client or server sides of the application.

Industry Targeted Functionality

Longstanding, field-proven track record developing in-depth extended functionality to meet specific industry needs.

Scalability

Web-enabled cloud or on-premise installation can expand from a few users to a few thousand.

Affordable Software

Lowest long-term ownership cost, targeted to meet SME's business budgets. Customers can choose either of the two price plans:

- Subscription model (per user/per month)
- on-premise model (one-time fee)

"Priority is completely and easily adaptable to special needs that arise during our company's evolution, without major costs being incurred."

Marilena Zamfir, Executive Manager, G&G Romania

"Priority's combination of functionality integration and ease of use were key features in the selection of an ERP solution for Flocast."

Neil Watt, Managing Director, Flocast Australia Pty Limited

Functionality Overview

Overview of Functional Areas

Priority is the first application in the ERP arena to support a single integrated solution for all your operational needs, including a document management tool for browsing files and folders that looks and works just like traditional on-premise file and folder management systems, such as Windows Explorer. Powerful synchronization capabilities with your Gmail or Outlook mailbox eliminate the need to maintain your own mail server for the organization. Whether installed on-premise or used in the cloud, you will gain a single, unified security and permission management system, running on a server that is completely immune to virus and Trojan horse attacks, as well as any security vulnerabilities that may exist when multiple platforms are maintained simultaneously.

Financials

Broad regulatory compliance, support for a number revenue recognition methods (a must for PSA organizations), billing and fixed assets, integrated BPM and business rules for tight financial controls, and a log of changes to financial transactions (where permitted), all accompanied by a tightly integrated user-level customizable financial reporting tool and a BI utility.

WMS

Priority's WMS facilitates wave and warehouse task management, including added functionality such as hot replenishment, cross-docking and a selection of replenishment strategies from which to choose, depending on the nature of the items, distribution strategies and other factors.

Project Management

Priority's Project Management module offers users capabilities that match and surpass those of dedicated project management systems. Project planning supports task interdependencies within or between projects, while activity-related reporting of labor & expenses and built-in BPM tools make the maintenance of project progress, in terms of both deliverables and outlays, an integrated part of the organization's daily routines. Team collaboration is facilitated by linking each task to its related project and activity, coupled with e-mail integration that synchronizes relevant comments directly to the associated entity, ensuring that team members are always in the loop.

Time and Attendance

Priority's Time and Attendance software provides open-ended connectivity on both input and output. It can be used with a variety of data collection terminals (or smart phones) and is easily configured to export payroll data to any payroll system. Its configurable architecture facilitates customization to any payroll application.

Manufacturing

When integrated with Priority's WMS, our manufacturing module provides a complete solution for the entire Order to Cash life cycle - from the customer order, through manufacturing resource planning (MRP II), replenishment, warehouse management, delivery, costing and financials.

Business Intelligence

Priority's BI and analytics tools are built as an integrated part of the application. As such, users can drill-down with a single click — from aggregated data presented in dashboards and dynamic BI reports with "slice and dice" tools to the underlying data elements of those aggregates in their respective Priority forms. Users have the freedom to independently tailor reports and dashboards, add and personalize shortcuts and business metrics, and easily slice and dice data of all types.

Customer Service and Support

Priority's customer service and support module is fully integrated with all other Priority functions to deliver a holistic view of the customer. Customer issues can be reported by the customer directly, via Priority's Customer Service web portal, or by service & support personnel, using Priority's call center reporting functionality. Call center reps can keep track of open service calls, call assignment, escalation status, related communications with the customer and follow-up calls.

Human Resources

Priority's suite of Human Resource (HR) solutions, is designed to help organizations automate, regulate and centralize the process of HR management. As a whole, this suite addresses several major tasks associated with the HR function from application to retirement, including recruitment, hiring, benefits administration, employee assignment, and more.

"The specialized modules provide a detailed image of all activities and a rigorous control of processes, increasing efficiency and leading to the achievement of Poliflex goals: diminishing costs, improving the quality of products and services provided to customers and exploiting every business opportunity the market provides."

Cristian Indreica, Project Coordinator, Poliflex

Broad Spectrum of Industry-Proven Solutions

Priority serves a broad spectrum of industries and organizations, providing outstanding service to thousands of customers.

Distribution
- Building Materials & Machinery
- Cosmetics Industry
- Electronic Components
- Fashion, Apparel & Footwear
- Food & Beverage
- Fast Moving Consumer Goods (FMCG)
- Home Appliances
- Retail

Financial
- Banking & Financial Services
- Municipalities & Public Utilities
- Nonprofit Organizations

Manufacturing
- Aerospace and Defense
- Automotive Industry and Part Suppliers
- Chemical Manufacturers & Distributors
- Glass Manufacturing
- Industrial Machinery
- Printing

Services
- Engineering, Construction & Operation
- Health Care
- Media & Publishing
- Professional Services
- Software Industry
- Wholesale Distribution & Logistic Service Providers

Dedicated Solutions

Mobile

Priority's suite of mobile solutions offers customers on-the-go, personalized access to business-critical functionality in areas such as warehouse management, field sales and field service. This offering is exceptional in the sense that our mobile interface is built as a native application on the device's operating system (OS), giving us the flexibility to use features and add-ons that are not available on mobile web applications and giving you the fastest response possible from your mobile device. The mobile-enhanced user interface is specially designed for touch control and comfortable use on a mobile device.

Our mobile application currently runs on the Android and Microsoft mobile OS, as these platforms offer several features that are essential for some of our mobile offerings.

Our mobile suite includes the following solutions:

WMS Mobile

Field Sales

Field Service

Delivery Tracking

Time & Attendance

AgroPriority - Agricultural Produce Distribution

The preconfigured AgroPriority solution has been designed especially for agricultural produce distributors, based on the cumulative experience of Priority implementation by more than 100 agricultural produce distributers over the past decade.

PrioriPOS - ERP Retail Solution

In today's competitive market, companies must reduce expenses while increasing sales and profit margins. Priority's PrioriPOS, a comprehensive ERP solution for the retail industry, provides access to real-time data when and where it's needed, enabling retailers to react quickly and effectively to changing business needs and trends, manage inventory efficiently and increase their customer base and sales. Similarly, the availability of accurate reporting and analysis tools empower retailers to provide superior customer service at the point of sale and to optimize profit. As an integrated, end-to-end solution, PrioriPOS gives you the tools and the functionality you need to increase sales, reduce costs, maximize customer value and deliver a competitive advantage:

- Point of sale system – manage customers and sales transactions at the store
- Back office system – manage front office tasks at the store over the POS terminal
- Head office system – manage the company's central operations and tasks in main offices/warehouses

Priority for Tablets

Priority version 16 for tablets (both android and iPad platforms) will be released by the end of 2013. Priority's tablet interface will differ from competing systems, as our development team is working on a hybrid interface - an application for the connectivity with the OS and a browser based UI. The hybrid interface will create several advantages over competitors:

- Unmatched user experience
- Users will be able to manage documents and stickers printing
- Provide the users full connectivity to MS Office products (Outlook, Excel and Word).

Priority ERP Worldwide Distributor

Australia
Bolivia
Canada
Chile
China

Cyprus
Colombia
Israel
Mexico
Philippines

Romania
Singapore
United Kingdom
United States
Thailand

Corporate HQ:
12 HaAmal st. Rosh
Haayin, Israel
Phone: +972-3-9251000
Fax: 972-3-9251001
marketing@eshbel.com