

## **Web Enable IT Ltd Offers Businesses Rapid, Low-Cost Bespoke Applications**

*Advanced, tailored applications including CRM, job costing & management,  
stock control available using innovative cloud application platform*

4 December, 2009 – Web Enable IT, web applications provider, has launched its bespoke web application service that significantly lowers the entry cost and total cost of ownership of business management software. Using its innovative new technology, Web Enable IT can design and build custom business solutions without the traditionally high cost associated with equivalent developments.

Web Enable IT offers businesses easy-to-use, codeless, cloud-based solutions that deploy quickly to help them better manage their critical data. These solutions are made to customers' specifications to streamline business processes, reduce IT overheads, and increase visibility of company data.

Web Enable IT uses its next-generation web application toolkit Emanate5 to produce business applications, such as bespoke CRM, job costing and management, stock control, and KPI systems. The result of seven years of development, Emanate5 eliminates the majority of programming from application creation by providing a codeless design environment, escaping the many pitfalls of more traditional development processes.

Emanate5-based applications have the usability of a desktop application but are accessed via a web browser, with no client software for users to install or maintain. This makes it easy for companies to input, capture and manage business information from any web-enabled location including homes and hotels.

The codeless, database-driven applications produced in Emanate5 are highly responsive, scalable, and easy to evolve as business needs change over time. They replace clunky paper- or spreadsheet-based systems and other legacy

software, providing businesses with secure access to their data from any PC, laptop or notebook with access to the Internet, giving employees greater working flexibility and management latest access to company status.

Bob Goodwin, Director said: "Web Enable IT can develop business-specific web applications with Emanate5 at unrivalled costs and in timescales that competitors cannot match. The software we produce offers companies a quick, easy and cost-effective way to manage and utilise their critical business data, without having to invest many thousands of pounds in a solution that doesn't fully meet their needs.

"Furthermore as the applications are optionally hosted in the cloud, users don't have to concern themselves with any IT maintenance or management issues, it can all be taken care of by our hosting services where lower TCO (Total Cost of Ownership) is essential."

SolarVenti, a leading provider of solar-powered heating and dehumidification systems, has used Web Enable IT's services to develop a bespoke CRM system to collate and track incoming enquiries, helping it boost sales.

When the SolarVenti business was started, all information was kept on a single laptop in a legacy CRM tool, so the company's sales process was opaque to the management team. The growth of SolarVenti required a new system that would let them take control of the sales process by letting all staff co-ordinate conversations with prospective buyers in order to increase the conversion rate of incoming enquiries to orders.

Dennis Wright, director for SolarVenti, said: "With the CRM system that Web Enable IT developed for us, we can easily track incoming enquiries from first contact through to final order. We had a very definite idea of what we wanted

from the application and Web Enable IT's team tailored the tool to exactly meet our requirements, and helped us import all our data from the legacy CRM tool.

“Being able to access data quickly and easily from anywhere enhances our sales process. Additionally by providing local area visibility, the system now allows SolarVenti engineers doing installations to also visit nearby existing and prospective customers, optimising our sales opportunities.”

Based on open source foundations, Emanate5 takes the coding out of application development. Instead applications are designed using Emanate5's intuitive application design platform, resulting in a fully-fledged, live, fast and robust database applications that can be put together in a matter of days and contain all the features built into the platform.

Web Enable IT uses Emanate5 to build any web application that requires a powerful back-end database, including:

- CRM particularly with special requirements
- Support call logging and management
- Time based Job Costing
- KPI systems
- Asset Management
- Plant Hire
- Stock/Inventory Control
- Membership Systems

Another key advantage of the solutions developed using Emanate5 is that they work efficiently over limited-bandwidth connections, as only essential data is transferred from the client PC to the server, making the solution ideal for on-the-road usage and especially in emerging markets where lower-speed internet infrastructure remains the norm.

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