

## **ADV, a Division of the GRAL Group – Colombia**

ADV, a division of the GRAL Group (an agribusiness with approximately 320 permanent employees), currently employs 54 programmers, sales people and implementation specialists. The division's sole focus is **Priority**, particularly human resources, finances and accounting outsourcing, as well as the distribution and implementation of the **Priority** package for both commercial, and more recently, manufacturing companies. ADV currently has commercial activities in Colombia, the Andean Region and is working on a new project in Peru. Some of the larger companies that ADV handles are a biodiesel firm and a group of auto part companies (six subsidiary companies with operations throughout Colombia).

The GRAL Group began shopping for ERP systems about five years ago. Among the possibilities were SAP, JD Edwards, Baan and some of the local offerings. The first group were too rigid and didn't allow for customizations to the basic configuration. Investing in SAP or one of the other big-name programs would have had meant either a huge turnover of employees or extensive and cost-prohibitive training. The local software options were basic accounting software claiming to offer ERP features, but not delivering on functionality.

Looking at **Priority**, ADV knew they would be the first customer in the Colombian market, which was a concern, but also an opportunity. Following our own success with **Priority** in-house, after looking at the Colombian market and speaking with Eshbel directly, ADV decided to support and distribute **Priority** in the region. The potential of **Priority** in the country is phenomenal. We are unique. The greatest challenge we've faced is name recognition, but the software is unparalleled, and recognition is coming along at a steady pace. We are convinced that **Priority** enables us to achieve our business goals better than competitive products offering the same technology and functionality.

ADV has been extremely successful in merging our own networking and business expertise with **Priority** and Eshbel's backing. When the software was first installed at the GRAL Group, we needed one solid ERP system for all processes and information, and that software needed to be able to keep up with growth. Our group sales are now up by 40%, while administrative costs have gone down from 5% to 1.2%. We have greater control of our operations and can drill down to a greater level of detail. With the change in corporate culture regarding administrative information, people in the field can focus on the future and less on the administrative tasks that would have bogged them down. We are the best advertisement for implementing this particular software in just about any organization.

The service and availability of Eshbel is unparalleled; I never feel like I would not receive an answer or don't have someone to talk to. Eshbel manages their relationship with ADV on trust. The relationship is and always has been straightforward, black and white. I have a strong sense of security in working with Eshbel, and I always know where ADV stands. I have personally always felt that we receive very competent support, provided with much patience. Eshbel's website is complete in offering services and information to both partners and customers. Handling of service calls and feedback are accurate, straightforward and objective.

The greatest difference I feel with Eshbel as compared to other vendors is the sense that we are in this together. Eshbel shares my challenges, and side by side we share both the accomplishments and the frustrations. I would certainly recommend both **Priority** and Eshbel to other companies considering partnering with Eshbel.

*Jean Paul Bing-Zaremba, Owner*