



eMerge Information Technology Ltd – UK

eMERGE INFORMATION TECHNOLOGY was established in 2001 and has been growing since. The head office is in Chandlers Ford (near Southampton) with regional offices in Birmingham and Manchester, though we are active all over the UK and Ireland. eMerge boasts customers in manufacturing, distribution, and consultancy across many industries, such as electronics, medical, wood, furniture, high precision machining, electrical, automotive, steel stockholders, mobile home building, etc.

Having come across **Priority** in another organization (Cincom Systems (UK) Ltd.), I decided that I wanted to create another, better provider of the **Priority** solution in the UK, one who catered to the SME in a more customer-oriented manner.

It's the combination of the technology, functionality and price that convinced me that **Priority** would enable eMerge to achieve our business goals in preference to competitive products.

Due to the lack of a reputation in the UK for either **Priority** or Eshbel, it has been an uphill struggle to push **Priority** in our region. Even today, after six years of successful trading, there is a lot of reluctance from the market to opt for a product from a small IT company with a largely unknown product. That being said, the ability to provide such a cost-effective solution that can be customized to the customer's exact requirements, with no future cost implications, alongside the assurances of high customer service levels and extremely strong references from existing clients are what makes **Priority** and Eshbel unique.

Though our relationship with Eshbel is mainly managed through another partner with whom we are affiliated, Medatech, as time goes by we are starting to forge a more direct relationship between eMerge and Eshbel, and I believe this will bring many benefits over time as eMerge grows.

The quality of the **Priority** software and the cost-effectiveness of the solution for the customer is an advantage for any partner, and certainly for the customer. The rarity of real problems in the software means that the level of support that resellers need to provide or manage is relatively low compared to other competitive solutions.

Phil Nicholls, Managing Director