

EMIR industry news

Please pass it around...

Issue 11. November 2006

Welcome...

A particularly warm welcome to our latest EMIR users:

- Lavern Engineering Ltd, Glasgow
- WGM Engineering Ltd, Glasgow
- Questek Marketing CC, South Africa.

We hope you all enjoy this newsletter and we look forward to your feedback and participation!

Please pass it around to all EMIR users and anyone else who wants to read it!



Kindly contributed by Tim Marks

This year the AGM of the AEMT was held on October 27th at the Welcombe Hotel in Stratford. Most of the Associate members also took the opportunity to have a stand at the meeting, which was well supported by seven motor manufacturers and distributors, four companies providing insulation and repair parts, three companies providing repair machinery and test equipment, and Baseefa Certification. Solutions in IT had a stand for its EMIR and Motor Management systems, being the only company providing tailor made software solutions for members of the AEMT and the repair industry.

The new President, Mr Terry Kidd, was elected to take over from Ron Mitten of Houghton International. A large proportion of the membership of the AEMT are smaller companies, as such it is very good to see a new President from a company, which can represent the small specialist companies of the AEMT. Hubert A Kidd Electrical Engineers Ltd. have been trading in Cardiff for over 50 years. Not only do they repair a wide range of motors and pumps, but they also have a contracting and installation side, which carries out their on site work. Philip Bourne of HG Rewinds became Vice President, and Nick Smith, of Smith and Co. Carlisle, became the new Treasurer. The companies of the new President, Past President, and Vice President, all use the EMIR software to help run their businesses.

Other new appointments included Peter Ryder, from Taylor and Goodman, who became the new Southern Area Chairman, Colin Brewster of Dowding and Mills, the Midland Area Chairman, and Roy Hirst became Chair of the Associates.

The AEMT dinner dance was held at the same hotel in the evening, and one or two stalwarts managed to see the sun rise!

Case Study: Houghton Int'l.

Houghton International have been using the EMIR system for over 10 years now, since 1995, and have recently upgraded to our Professional version in order to meet the increasing demands of their growing business activities. In recent times they have seen a change in senior management, with former AEMT President, Ron Mitten, standing down and his son Michael having now succeeded him. This change in leadership has coincided with Houghton diversifying into new fields. So in addition to the 'usual' services of Motor and Pump sales, repair and service, Houghton also manufacture HV coils for other repair companies, sell expertise and knowledge products around the world, export to 10 countries world wide and have a fast growing presence in the UK rail industry.

This has been a challenging time for the company, as they have had to balance diverse growth with the need to keep control and as Michael explains, this is the reason why he chose to upgrade to EMIR Professional. "We reviewed a number of systems and found that compatibility with our old EMIR system was a big plus. However, our main reason to go with EMIR Pro was the huge range of functionality it offered in facilitating our growth and development of multiple revenues streams."

As part of Houghton's continuing development and substantial growth, they have recently reorganised themselves into separate "business units", and this has been facilitated by using EMIR's multi-site functionality that exists within the Professional system. Effectively, each separate business unit can now be tracked separately, with each having its own P&L statement, allowing Michael and his business unit managers to track both the logistical performance and the financial situation of each unit separately. Michael explains why he believes that this is vital for Houghton's continued growth:

"My challenge as MD was to split the company into four separately managed profit centres, based on a replicable business model. The EMIR Pro system will allow us to go up to 10 individual business units. As a result, EMIR Pro has enabled us to have a group shape to the business, with profit centres clearly defined. Because of the diverse range of services we provide into the market, and their potential value to larger companies, splitting everything up means we have a very clear understanding of not only where we generate profits, but why. And that's critical to realising the investment levels we expect."

Motor Management – The Way Forward?

Motor Management is a fast growing area of many repair, sales and service businesses, and provides an excellent opportunity to 'lock-in' your customer to your sales, support and service. We have recently written an article that was published in the new **AEMT Journal** [it is included in this mail-shot in case you missed it!], and it has raised a lot of interest from members of the AEMT in the EMIR Motor Management module and its related Customer Access Link System [CALs]. We have subsequently made a special offer to AEMT members on purchasing EMIR with Motor Management, but we thought it was important that we didn't leave our existing customers out! For those of you who don't know what the EMIR Motor Management module and CALs have to offer, there is more information included in this mail-shot, but in essence the Motor Management module allows you to track the Motors/Pumps that are on your customers' sites and to store comprehensive records against each one individually.

Data stored against each Motor/Drive/Pump includes:

- The Technical Details and References about each motor at your customers' sites,
- The Site, Location and Sub-location of where it is used,
- The EX status and unlimited notes on EX related issues,
- Unlimited Environmental information notes,
- Unlimited General Notes about the item,
- Additional comments that are transferred to the job if you book in a Managed Motor,
- Photos of the Motor to help identification that also transfer to the job,
- Link and access any type of file [Word, Excel, Text, CAD, etc.] – this could be used for test results, thermal imaging pictures, balancing reports, quotes, letters, general correspondence, etc.
- Analyse fault information. Identify the primary faults seen against the motor along with the frequency that they have occurred,
- Track if a Managed Motor is surpassed by another or is surpassing another Motor,
- View all the jobs that have been created for the Managed Motor with status, price, delivery and invoicing information.

The CALs system [now in a web-based version] '**WEB-CALs**', allows you to present a read-only view of this information to the customer, by effectively hosting your own website [Windows Server Required]. You can then allow your customer to login and view their own [and only their own!] managed motors to find out all that you have done, etc.

As an offer to existing EMIR customers [Standard or Professional versions only], we are offering you the chance to purchase the **Motor Management module & CALs @ a discount of 30%**, providing your orders are placed by the 22nd December 2006. Please call us for a quote before then!

New Telephone Numbers!

We now have new 'local rate' numbers that you can call, and Gary has a new mobile number also, so please update your records:

New Office Tel No: 0845 009 4588

New Office Fax No: 0845 009 4599

Gary's new Mobile No: 07792 907242

The old office telephone and fax numbers **do still work**, but you may find it cheaper to phone the 0845 numbers above as they are local rate.

May we also remind you that the **Technical Support number is 0845 130 2172**, and that telephone support is available between 2 and 5pm? If you have a problem before this time, then please leave a message on the answering service or email support@fishheadgear.co.uk. Support staff **will call you back** by return if your problem is urgent!

Buy One Get One Free on EMIR Licenses

Have you been struggling to match your users to your available licenses? Do you have to ask someone to log out, just so you can log in?

If so, why not take advantage of this special offer? For every license you purchase, we will give you another one absolutely free!

This offer is only available for orders placed before December 22nd 2006.

Simply fax this back to qualify and we'll quote you by return.

Name: _____

Company: _____

Number of Licenses required: _____