Entrinsik, Inc.
SEMtek

IBM

Solution Description

Entrinsik's SEMtek is one of the most complete and robust software packages for the education industry. It provides a complete solution for event planning, registration processing, event fulfillment, event financial management, and direct marketing management.

Features & Benefits

- Provides a clean, integrated interface to define courses, topics, instructors/speakers and events or conferences

- Takes the hassle out of information inquiries and registrations by making all pertinent information available, eliminating the need to re-enter information

- The Web Shopping Cart provides a full e-commerce Web solution without creating a parallel Web operation. As events/sessions are defined and opened within SEMtek, they immediately become part of the Web Catalog

- SEMtek makes the most of marketing budgets by providing a set of easy-to-use tools to fully utilize internal databases, while cost effectively managing list use

- Provides event profitability, course attendance, cancellation analysis and registration tracking

- Creates professional-looking results on program deliverables, including confirmation letters, rosters and badges

Value Proposition

SEMtek provides a robust, reliable solution that streamlines day-to-day functions, uses the Web for instant communication and reporting, and simplifies operational responsibilities, freeing up time to focus on students and faculty. The SEMtek solution allows company resources to be utilized more effectively. With a greater emphasis on leveraging current assets, a greater ROI can be achieved.

Company Description

Since 1984, Entrinsik Inc. has been developing, implementing, and supporting database solutions that enable organizations to maximize performance and improve bottom lines by tracking, understanding, and managing information. Thousands of customers around the world use Entrinsik's Informer Web Reporting software to natively extract data from their production databases to provide a single point of Web-based access to ad hoc reports for on demand reporting and analysis. Entrinsik's Semtek ERP software now drives many of the nation's largest professional and continuing education profit centers.

IBM Segment
- Data Management

Business Function
- Cancellation Analysis
- Course Attendance
- Event Profitability
- Registration Tracking

Target Industry
- Education

For more information, contact:

(888) 703-0016
sales@entrinsik.com

Let's build a smarter planet.