



Microsoft Business Solutions  
ISV/Software Solutions  
Mobility Solutions

Contact:  
Andrew Weinstein  
CEO/President  
(908) 832-1384  
[aweinstein@issgroup.net](mailto:aweinstein@issgroup.net)

**PRESS RELEASE**  
For Immediate Release

## **ETCO Inc. Chooses ISS Group as Vendor of Choice for Purchase of Microsoft Dynamics Customer Relationship Management 3.0**

**Sparta, NJ January 23, 2007** — ETCO Inc. (ETCO) joined the ranks of new ISS Group Customers last quarter through their recent purchase of Microsoft Dynamics Customer Relationship Management 3.0 (MSCRM). ETCO, founded in 1947 as Electric Terminal Corporation produced wall plug blades in strip form for attachment by the Customer on a patented air operated machine. They still produce wall plug blades at their Cord Products division, where the production speeds have increased from 175 parts per minute to as fast as 3,000 parts per minute.

ETCO already had a CRM solution in house, but it was no longer meeting their expectations or needs. They decided to look for a better alternative. After meeting ISS Group initially at the Atlantic Design and Manufacturing Show held in June 2006 at the Jacob Javitz Convention Center in New York, they agreed to see what Microsoft Dynamics CRM 3.0 and ISS Group had to offer. Since they already utilize Microsoft products extensively, including Outlook, Office, Explorer and SQL; they were fully aware of the robust functionality, features, reliability and "seamlessness" of Microsoft solutions. Subsequent to an ISS Group demonstration of MSCRM, including the Outlook synchronization, ability to track emails, calendar features; and armed with the knowledge that they were able to migrate their existing data; they were sold.

In addition, ETCO was looking for a solution provider that understood the way that a manufacturer worked, so that the CRM solution would provide the support the users in the tasks and processes they used every day. A key differentiator for ISS Group is their program of "Customer Profitability Enhancement" as part of the solution. ETCO was having difficulty delivering the full 360 degree of the relationship with their customers, and yet understanding all of the costs that could be associated with customers. Only by tracking the services and support that customers consumed, in addition to the gross margin of manufactured products, could ETCO make appropriate judgments about the value of each customer.

## **About ETCO Inc.**

ETCO Incorporated was founded in 1947 as Electric Terminal Corporation. The original company produced wall plug blades in strip form for attachment by the customer on a patented air operated machine. ETCO still produces wall plug blades at the Cord Products division, although the production speeds have increased from 175 parts per minute to as fast as 3,000 parts per minute. Last year Cord Products produced approximately half of all wall plug blades made in the USA. As the years went on the company expanded the product line into thousands of different products, both catalog and custom designed products tooled for their customer's individual needs. Their proprietary products now represent approximately half of their sales.

## **About ISS Group**

ISS Group (ISSG) has been providing add-value solutions and services to the MFG/PRO community since 1995. Founded in 1986, ISSG has over 22 years of business process knowledge and experience servicing the Manufacturing & Distribution sectors. Over this 22 year period, ISSG has completed hundreds of ERP, eCommerce and CRM implementations, and continues to innovate and offer low cost solution 'extensions' for MFG/PRO. ISSG's solutions have been proven to reduce costs and improve employee productivity in specific areas of an MFG/PRO user organization, with many reference Clients including John Crane Inc, Eaton Corp, Laird Technologies, Remy International, Ingersoll Rand, Tyco, and ANH Refractories, to name just a few. With deep technical and functional knowledge of the MFG/PRO application and the common business requirements of the Manufacturing & Distribution sectors and MFG/PRO user community; ISSG has greatly expanded our MFG/PRO solution's portfolio functionality to streamline and provide additional control over business processes in Purchasing, Sales, Marketing and Customer Service.

We invite you to register and attend one of our ongoing informative [Webcasts](#), or [contact us](#) to schedule a private, no obligation demonstration of any of our solutions.

To learn more about ISS Group and our solutions for MFG/PRO, visit our Website at [www.issgroup.net](http://www.issgroup.net), or feel free to contact us at [sales@issgroup.net](mailto:sales@issgroup.net) or 973-729-0013.

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