

Enea lays foundations for e-marketplace at Partek Forest *- collects five brands on one platform*

Finnish company Partek Oy, one of the world's largest manufacturers of forestry machines, has chosen Enea Business Software as its partner in creating an electronic service catalogue on the Net. Five Partek companies from three countries are brought together under one umbrella to market their products, in particular Valmet's forestry machines.

The new electronic marketplace will be chiefly aimed at agents, distributors and suppliers such as Partek Forest. In addition to greater efficiency, the management of Partek Forest wants to be able to keep its dealers and distributors constantly updated about the company's products.

"Today, having five different brands under one roof makes it very difficult to have an overview and keep fully updated on products," says Lars Örtengren, project leader at Partek Forest AB in Umeå, Sweden.

"But we can make large savings on distribution costs, above all," says Örtengren.

The five companies brought together in the e-marketplace are Cranab AB, Loglift-Oy, Jonsered AB, Partek Forest AB and Partek Forest Inc. The platform is constructed for the USA, Sweden and Finland.

Initially, all Partek's paper productions are being converted to eight languages for both printed and digital media. The platform will be extended subsequently for an intranet and an extranet.

Enea Business Software's contribution to the project is to supply the platform for the electronic catalogue, together with consultancy services, knowledge transfer, training and support.

Enea Business Software was chosen after competitive tendering involving Swedish and foreign IT consultants.

"We chose Enea because they have built similar platforms for Volvo, Atlas Copco and Scania, among others. Being able to exploit their experience gives a feeling of confidence," says Lars Örtengren.

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Enea registered Sweden's first Internet domain, 'enea.se' in 1983. Enea Business Software – a subsidiary of Enea - is continuing the tradition of being a leader in system development and system integration by offering today total undertakings for IT support for business and e-business

solutions of the future. Enea Business Software is driven by the vision of using personal commitment to unite commercial awareness with humanity and life-long learning.