BENEFIT
guaranteed.

mesonic ✓
benefit guaranteed

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Benefit from
COMPETENCE.

> *You can discern a truly good business software by one critical attribute: carefree operation, year after year.*

Knowledge and experience are key contributing factors to making a business software that runs smoothly year after year. In fact, this attribute is the result of over 65,000 successfully installed mesonic software solutions in 15 languages and in over 20 countries over the last 35 years. Above all, mesonic has remained true to its guiding principles for its entire existence of over 35 years:

From SMB for SMBs: a mid-sized company itself, mesonic understands the ongoing demands on a business software package designed for SMBs, i.e., flexible, practically-oriented solutions that genuinely assist your business activities in everyday working conditions.

Developers that speak business language: a combination of developers who understand business processes and business consultants who know software provides the perfect environment to produce 100% user-friendly solutions that are scaled for SMU business activities.

Across the border: companies that are looking to expand their businesses into foreign markets require a software that is available in the local language and that supports local country requirements.

Single source of development: mesonic does not outsource development of software. We develop all our software in-house. By the way, we use it ourselves, too. In this way we tend to be one of our most critical customers.

Learn from the customer: the multifaceted requirements of a large range of different kinds of customers that use mesonic business software has led over the years to many features targeted towards specific sectors of business. The standard version philosophy of the mesonic business software package ensures, however, that all these solutions are available to each and every customer in one universally applicable program version.

Knowledge engenders quality.
A physician depends not only on good diagnostic tools, but also long years of experience to reach an exact diagnosis.
mesonic has been developing business software for over 35 years for nearly all sizes and types of companies.
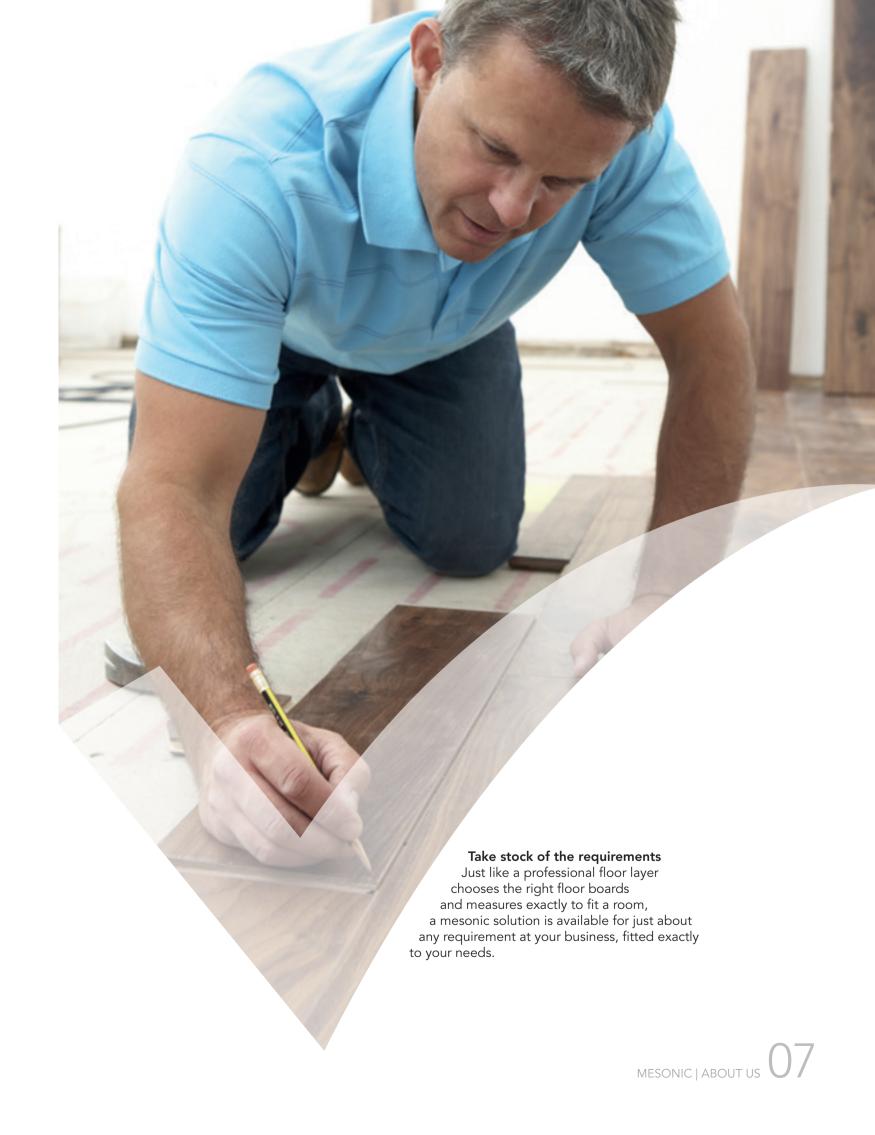
Benefit from
FIT TO SIZE.

What can you accomplish with hobby tools, when you really need a collection of precision instruments?

A common expectation in connection with business software can be simply formulated: it has to provide relief exactly at those neuralgic points in your company where the shoe is "pinching". On top of that it should be quick and easy to install with a standard version that requires no extra cost and time-consuming adjustments. We could not agree more. Not only that, we go one step further: our aim is to have you and your employees genuinely like to work with our software.

One product - full integration: mesonic business solutions are released in one standard, universal version that contains a wide range of features, and moreover, that is enormously extendable for integration purposes. Our software is simple, fast and can be individually customized to any task for any department in your company.

Decades of business experience: We have been collecting and tuning our business savvy for all kinds and types of SMB businesses for over 35 years. That is, in fact, the reason we understand and appreciate the demands in your everyday business environment.

Added value, no added costs: Many of the features in our software have arisen from the know-how and needs of our customers and their specific business sector. While at first glance you may not realize that you will be needing a particular feature, our experience has proven that you may very well be glad to have one or the other of these features in the system sooner than you think. Therein lies the advantage: it won't cost you an extra cent.

Take stock of the requirements
Just like a professional floor layer
chooses the right floor boards
and measures exactly to fit a room,
a mesonic solution is available for just about
any requirement at your business, fitted exactly
to your needs.

Benefit from
PRECISION.

> *No room for rough estimates: We tell you exactly what you will need and what it will cost. Precisely.*

Once the decision to implement a suitable business software in your company has been made, two of the most sensitive factors in the implementation plan come into play, namely, what will it cost and how long will it take. We at mesonic have the same attitude towards these factors as you: make everything as inexpensive and as fast as possible.

Fixed price guarantee: business software solutions from mesonic are standard software products that are perfectly adapted to just about any kind of business. Expensive program customization changes after a low-priced initial implementation? Not with mesonic. All costs are FIXED and GUARANTEED from the beginning. That applies to running software maintenance costs, as well. The benefit to you: transparent and predictable cost calculation.

Just in time: let's be clear, precise and careful implementation of business software is not an overnight process, even so, the implementation time for mesonic business software is more a question of weeks, rather than years.

One thing you can depend on from the beginning – the go-live date to start working with your new mesonic business software solution is something you and your team can count on.

Concise and intuitive: your organization should not have to adjust to the software, quite the opposite, your software should have to adjust to your organization. The software solutions from mesonic do not force you to conform to processes conceived for operations in large concerns. The software is keyed towards flexible and individual processing activities at SMBs across various kinds of businesses. Your software should to do things just like your company does. In no time at all you will soon be accessing intuitively all the information you need from your mesonic business software. The systems IT specialist who was always hanging just around the corner will become a relic of the past.

Complex doesn't have to mean complicated.
You only see what is really needed
after taking a good close look.
mesonic places emphasis on intuitive,
useable business software that
offers substantial benefits in everyday
work activities through modular structure
and business sector expertise.

Benefit from
ON SITE PARTNER.

" No web site or support hotline can replace the professional competence of an on-site partner. This is the mesonic partner network. "

One thing is certain – when business software solutions are involved, no one knows your company better than your local on-site IT partner. They know your kind of business, the key people in your company, and speak your language. In urgent cases, they are always ready and waiting to assist.

We see it exactly the same way at mesonic and that is why we have nurtured and depended on a network of implementation and support partners ever since our founding in 1978. On-site software experts with cutting-edge mesonic software technology. Whether you are in Germany, Austria, Italy or in many other places around the world, when you are thinking of expanding operations abroad - we'll be waiting for you there.

Top qualified partners: our mesonic partners have done their homework. Only the best can qualify for partner status. Once training is completed, every new partner achieves authorization certification to distribute, install and support

mesonic business systems. All of our partners participate in regular training, which is in fact exactly how the mesonic Academy came into being.

Direct contact: our mesonic partners supply their expert knowledge of our products on-site. As an added feature, they also have access to the hotline to the mesonic support headquarters in urgent cases. mesonic stresses person-to-person contact at the support level. We encourage our partners to call and contact mesonic specialists directly.

Communication in a network: every mesonic partner has access to the resources of the entire mesonic network. Special requirements, customer wishes and ideas, and solutions for individual business sectors are exchanged, discussed, and processed among all network partners. When a partner is looking for a solution for a specific individual requirement for their customer, they can search the network to see if solutions are already available or in the pipeline.

Always available.
Just like you need your grocer around the corner, mesonic operates on a basis of personalized, on-site contact. Painstaking training and continual education for mesonic partners and specialists provides the edge when you really need it.

Benefit from
GROWTH.

> *No one knows how large your business will be in a few years. One thing is certain: You will be ready for any eventuality.*

Customers and markets change. Business environments are in constant flux. The tempo at which companies and managers must adjust to changing conditions continues to increase. In this situation, you only have a chance to stay at the top, when you are constantly adjusting, developing and redefining your company, your employees, and your products.

Despite the constant change, there is still one thing that always stays the same, namely the core operating data in your company. It is the centerpiece of your database, the so-called Single Source of Truth. The prime directive is to keep this data safe and protected so that you always have access to it, year after year.

This data is exactly what is managed by mesonic business software. We protect, organize, and structure it, so that it is always available to your company regardless of business, legal or technological changes.

mesonic growth guarantee: the communications sector has never been more subject to change than today. Everything is oriented towards mobility. That alters business and market opportunities and chances. Whatever it is that is coming over the horizon, you are GUARANTEED to be ready for the future – all mesonic business solutions are constantly being adapted to leading-edge technologies.

Intelligent updates: once you purchase a mesonic product, you can stay with that product. The products that you have purchased will never have to be exchanged, regardless of when you bought them. New features are incorporated into the system with an intelligent kind of evolution that is perfectly suited to future requirements without completely changing the system.

Look to the future: We keep tabs on the market. We analyze trends. We speak with customers about their needs and wishes. And we try things out. This is why we are able to make products that offer you new chances and opportunities, often before your competitors have even caught wind of them.

Secure your future.
Planning is our recipe for success.
A wine grower checks the vineyard daily
to ensure the harvest.
mesonic business software solutions
are constantly being maintained
to meet changes in business and regulatory
areas, and to add new features.

Benefit from
FLEXIBILITY.

> *Our solutions are like a concert: you pick the instruments and the number of musicians – from a band to a concert orchestra.*

INTEGRATED PRODUCT LINES for small to mid-sized companies.

ERP **CRM** **PPS** **SMART**

Every company has of course its own requirements and tasks, and its own way of doing things. The guiding principle at mesonic: all company units must be able to cooperate efficiently in performing their tasks, independent of time and location.

In the office
(Desktop)

Home
(Laptop)

**24/7/365
ACCESS.**

Mobile access
(Smartphone)

**mesonic
WinLine**

Buy

Choose your
type of
LICENSE.

Rent

Cloud

Keep everything in view.
There are some tasks that you just cannot perform behind a desk. Where ever you conduct your business, and whatever activity you are performing –
your mesonic software is always at hand: On your computer, your notebook, or your smartphone.

Benefit from
SECURITY.

" *It is practically impossible to please everyone in a company " – a thought we couldn't disagree with more.* **"**

Total integration:
All mesonic business software solutions operate from one single source of data. The solutions themselves consist of modular entry and reporting elements that are all specialized for use in the individual processing areas in your company. Your benefit: the single source of data minimizes the risks of data loss and data entry redundancies.

Every user is important:
All mesonic business software solutions are designed to provide every user smooth and efficient handling while performing their daily tasks. Your managers will appreciate the easy-to-use management information system, your users will appreciate the numerous specialized windows for every department in your company, and your IT department will appreciate the integrated software package features.

The RIGHT tool for every job.

mesonic ✓
WinLine

Business Operations & Intelligence

Logistics Management & Retail

Production Planning & Control

Sales Management & Customer Care

Workflow Management

Business Operations
& Intelligence

" *You can only manage what you can measure.* **"**

Sometimes accounting is viewed as a rather dry and arcane subject, but you can get a lot more information out of a well-kept set of books than just your tax reports. Use this to your advantage! Your accounting data is basically a set of company performance metrics that reflects the current and future state of your business activities. In the final analysis, only facts that can be measured can be actually managed.

The accounting module is the central repository for all kinds of data coming in from other modules. The central nature of data management allows you to quickly streamline and automate your accounting processes, regardless of whether you are a trading, manufacturing or services company.

Equally important are the reporting tools that you give you access to all the centrally stored data. Reports are standard equipment in mesonic accounting software, providing the basis for all important business decisions at the press of a button.

Your benefit with mesonic:

+ **Your company in 360°:** current data, complete, user-defined and best of all: immediately available.
+ **Cost transparency:** cost entry processes are automated on a running basis, guaranteeing constant cost transparency.
+ **Intuitive program handling:** a easy-to-use, clearly structured user display simplifies and shortens decision times.
+ **Quick reporting:** Reports for management and company consolidations can be simply and individually generated, fitted exactly to your requirements.
+ **Instant accessibility: w**ork online via the modern HTML interface. This means that you are also immediately in the picture via smartphone, tablet or laptop - simply connect to the Internet and off you go!
+ **Localized:** mesonic operates world-wide, our software is available in many languages.

Logistics Management & Retailing

> **Not what has happened, but what will happen is essential in inventory control!**

Do you really have enough time for the essentials in your company? You can save a lot of lost effort, cost and above all time through efficient and competent handling of administrative processes. This is capital that you can invest in the future success of your company.

That's why the mesonic ACC2 module is designed to steer the entire inventory management process from purchasing to sales, including the generation of both purchasing and sales documents, from offer to invoice.

The time and effort that you gain through the integration of inventory and document generation activities can be better invested analyzing and optimizing the "what-ifs" for future decision-making. The mesonic ACC2 module offers particularly high standards of quality and depth of information.

Your benefit from mesonic:

+ **Full transparency:** Oversee the entire sales process from one central platform. All customer relationships are constantly on hand, giving you an unbeatable competitive edge. You know EVERYTHING about your customer.
+ **No more surprises:** How many offers or orders are on the books? How many deliveries have not been invoiced yet – use simple reporting tools to know exactly what will happen in the coming days.
+ **Display to fit:** Use the wide flexibility in the mesonic ACC2 module to configure your product data the way you need it. Set up products by color, size, warehouse, lot number, expiration date, vendor product number and many more attributes – just the flexibility required for any kind of business.
+ **just in time:** manage your requisitioning on the lean side: always up-to-date, no capital tied up unnecessarily in over-sized inventories.
+ **always at your fingertips:** always be up to date - even on the move thanks to the web-enabled HTML interface.

Production Planning & Control

> **Use production planning and control to organize and structure your processes.**

Production planning and control software is becoming more and more a factor for success in small to mid-sized manufacturing companies. The complexity and sheer number of production steps often call for software-assisted measures to ensure efficient and smooth handling of manufacturing processes.

The typical discrete manufacturing company is confronted by the task of finding a suitable, practically-oriented software solution at an attractive and affordable price. The mesonic manufacturing module fits exactly into this niche, offering just the tools that you really need: a software package that assists you in production planning and resource management, offering multi-level bills of materials, work steps and capacity planning.

Once again, with mesonic you benefit with more efficiency and fewer bottlenecks in your manufacturing operations.

Your benefits with mesonic:

+ **Exact planning:** one common source of inventory data integrates processes in sales, purchasing and manufacturing. This exact coordination among all departments provides for less machine downtime and fewer surprises.
+ **No custom programming required:** install it and start working! The mesonic manufacturing module is a standard release version, with features that reflect 35 years of SMB experience. Your benefit: immediate implementation and perfect suitability for mid-sized companies, regardless of how many users you want to set up.

Customer Relationship

"Merely collecting customer data does not necessarily mean you know everything about the customer."

Customer data exists in abundance in most companies, but is often present in an unstructured, disjointed environment that prevents full utilization of the data when generating sales figures, sales commission calculations and reports, and much more. Despite the overabundance of data, many companies complain that they are not able to truly "grasp" their customers. In the final analysis, you need to know not only what customers are doing now, but also what they are likely to do in the future.

Customer Relationship Management (CRM) is the key to fulfilling this requirement. All kinds of customer data, addresses, contact persons, and transactional data on purchasing behavior, favorite products, open items, are collected and interpreted from one central platform.

The mesonic CRM module bundles all customer-relevant information and supplies you with precise data, facts, charts and reports, individually configured for the requirements of all departments in your company.

And that is just for starters, mesonic offers still more ...

Your benefit with mesonic:

+ **Full spectrum of features:** when all the mesonic modules are working together, you achieve undreamt of possibilities for promoting customer retention. You see what your customer has bought in the past and what they will most likely need in the future according to their profile.
+ **Full integration:** All communications, emails, invoices, vouchers, calling list information, and much more are centrally managed and integrated for use in the Customer Relationship Management (CRM) module.
+ **Accessible from anywhere:** using access through mobile devices your external sales force and service personnel have all customer information at their fingertips.
+ **Marketing advantage:** easy sales campaign management, e.g., for advertising activities. Automatic email transmission, call lists, work flow lists. You configure everything just the way you need.

Workflow Management

"Tasks that seem to take care of themselves? No dream, that's digitalization."

Digitalization? Workflows? Sounds complicated, but actually it is very simple. Repetitive work processes can be steered on an automated basis using workflow management, step-by-step, providing both speed and security, and at the same time enabling you to cut costs and reduce onerous burdens on your resources. 1:0 for your company by employing digital workflows!

The best part: Since every company works in a different manner with company-specific work activities, tasks and goals, digital processes can be individually tailored precisely to your company's needs.

WinLine supplies the right tools for implementation. The integrated workflow management system allows you to define both linear as well as networked processes without programming skills. That is the secret to making complex processes very simple.

Your benefit with mesonic:

+ **Define workflows yourself:** You set up the rules, dependencies, alerts, delegations, etc. and organize them into a process flow. It is not as hard as it sounds; the Workflow Assistant in WinLine assists you all along the way. If you do not want to deal with that, your mesonic partner will be happy to do it for you.
+ **The perfect match:** Workflow management combines "the daily job" with technical processes. The result: To-Do targets and processing statuses are always transparent and quantifiable.
+ **Total flexibility:** Sales markets are in constant flux. You need the tools to adjust quickly and flexibly. This is why workflows can be adjusted and optimized at any time.
+ **Innovation trigger:** Many kinds of tasks can be modelled with workflows: configuration of ticketing systems, customer service processes, contract and company fleet management, internal quality control systems, and much more. Every process can be individually configured and controlled. Once you begin, possibilities for implementing workflows will pop up everywhere!

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