MetalTrace® Markets

MetalTrace ® streamlines key operations in industrial distribution and fabrication environments where heavy regulatory or industry pressure exists to track Quality control documents. International and industry certifications such as ISO9000, ASME and crucial "approved vendor" status with large industrial customers often depend on the ability to track masses of documentation. Industry problems are targeted individually with workflow, coding and document templates that represent industry-specific, best-practice approach to document automation. Supply chain integration features support supplier/customer and hub/branch relationships.

Regional markets include the suppliers of high-grade steel and alloy products to heavy industries such as oil & gas, petro-chemical, power generation, aerospace, nuclear and defense to solve cost efficiency, quality control, service and liability problems. Material suppliers and fabricators serving these large customers are also subject to international documentation compliance requirements.

MetalTrace® fits a range of account profiles. Target accounts may have stand-alone, multi-user, multi-site or enterprise needs. A single branch pilot may establish a benchmark for purchase approval in an enterprise installation.

MetalTrace® has an excellent track record in growing "industry standard" status in target industry segments. The solution has been adopted by key accounts as a corporate standard across multiple divisions and countries. This has a direct trickle-down effect on related suppliers and customers. Installation in an account typically results in contact from locally competitive or related accounts. Referral power for proven solutions is high in industrial accounts.

Competitive Advantages

MetalTrace® has a very strong competitive position in it's relevant target industries. All directly competitive products have been displaced in one or more reference accounts but no competitive product has ever replaced MetalTrace®.

MetalTrace® reviews well in competitive situations and sales cycles are often reduced in accounts having installed or reviewed competitive products.

MetalTrace® benefits from extensive product research and several generations of product refinement. It has been proven effective in single user, LAN and WAN enterprise deployments and evolves in step with key technology changes and their relative market adoption. Customers are provided with a low risk entry into electronic commerce (EC) that leverages existing investments in WAN and internet technologies. IS departments are generally supportive and see the product as high user benefit with low technical risk.

#139, 9620 – 20 Avenue   **Phone:** 780-429-7007
Edmonton, Alberta   **Toll Free:** 866-429-7007
Canada, T6N 1G1   **Email:** info@TraceApps.com
                                     Web: www.TraceApps.com

MetalTrace® makes an attractive purchase choice for management when compared to general purpose / generic document management products or internal systems development. General purpose or generic document management systems do not have the one to many to many relational database development and the sales people and implementation staff do not have the deep understanding of the metals industry necessary for a proper implementation. Choosing them entails a steep industry knowledge curve for sales people and large customization costs to even achieve even the most basic MetalTrace® features. Internal development introduces unknown delivery times, risk, internal staff time devoted to non-core activities and results in a solution that is only able to be supported by key individuals within the company.

Summary

Trace Applications Inc. is uniquely positioned to provide the expertise and tools that allow organizations within the metals industry to obtain a real competitive advantage in their changing marketplace. Armed with a rare expertise and unsurpassed technology, we are amply prepared to anticipate and respond to the varied and changing business needs of our industry.

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