

# C5 Group Inc. Manages a Database of More than Two Million Names Using Entrinsik's SEMtek ERP...Powered by UniVerse.



Business Information  
in a Global Context



For 25 years, events produced by C5 Group Inc. have provided the business intelligence that decision-makers need to respond to challenges at home and around the world. Headquartered in Toronto, the organization has grown to produce over 300 events a year, which are attended by thousands of senior delegates from across the globe.

## Situation

C5 Group Inc. manages hundreds of conferences every year, and has a database containing more than two million names of individuals who are interested in attending the organization's events. Organizing this massive amount of information requires more than a simple database to sort names and contact details. To manage its data, C5 Group Inc. deployed the SEMtek ERP from Entrinsik, which has been developing, implementing, and supporting database solutions that enable organizations to maximize performance and improve bottom lines by tracking, understanding, and managing information since 1984. And at the heart of SEMtek is UniVerse, a multivalued database from Rocket Software.

## Implementation

SEMtek is the event-management and continuing education industry standard as a complete ERP back-office solution, providing infrastructure and business functionality for many of the industry's biggest players. Entrinsik focuses on learning and understanding the industry's best practices from customers and partners to deliver a comprehensive solution for professional & continuing education organizations.

Glen Williams, Manager Information Technology at C5 Group Inc., says that the fit is a natural one. "We've worked with Entrinsik for 20 years, and we trust their ability to deliver the solutions we need. The SEMtek product is really our bread and butter. We have three databases - for our programmes in Canada, the US and the UK - and each has more than 700,000 names contacts. Its primary functions are registration for events, order entry, payment processing, data mining, segmentation and analysis. There really is no other product in this price point that does what SEMtek does for us every day.

One of the key uses for SEMtek is to facilitate C5 Group Inc.'s marketing functions, including direct mail programmes. "We often send out 10,000+ invitations per event," Williams says. Not only does SEMtek make this process better, but we can complete each campaign much more quickly than a regular database would allow us to do."

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### Key benefits:

- Seamlessly integrates with Informer, Entrinsik's Web-reporting interface
- Manages 2 million+ contacts
- Advanced marketing selection capabilities

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Glen Williams, Manager Information Technology, C5 Group Inc.



### Benefits

According to Doug Leupen, President and CEO of Entrinsik, "We've been working with top universities for 25 years, and our expertise in the higher-education and continuing-education fields gives us the ability to help C5 Group Inc. address its marketing needs. We understand their business and provide features that they just couldn't find anywhere else. And the UniVerse database gives us the ability to build new applications that can easily be deployed quickly and efficiently."

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