

Trendex Information Systems Inc.

Personal care in a technical world

As Trendex Information Systems approaches its 25th year in the software industry, the company continues to provide its customers with the personal care and service that got it to where it is today. Soumitra Mukherjee started the company out of his basement in 1984. While his customer base and his product selection have grown exponentially, Mukherjee takes measures to ensure that his company does not falter in its dedication to individual service. "The key to our success is our size," he says. Being a small company, Mukherjee is able to ensure that his entire staff is extremely competent and is able to provide personal service to clients throughout North America.

Trendex makes it a priority to always be one step ahead of the industry, as far as technology is concerned. According to Mukherjee, it is Trendex's job to think for their customers. "We are constantly trying to foresee what will happen next," he says, "We do this by listening carefully to the needs and con-

cerns of customers." Mukherjee relies on customers for many of the company's ideas. He takes feedback very seriously and is quick to respond with new software or product upgrades. In 1988, Trendex was among the first to offer handheld computers with integrated bar code scanners for mobile invoicing. As of 2008, Trendex introduced its third generation mobile technology, which allows users to take physical inventory in the warehouse using bar codes as well as perform mobile invoicing, saving the user time and money.

With technology growing and changing at such a rapid rate, it is one of Trendex's goals to provide thorough and helpful training to all its users. The company aims to produce autonomous users who are comfortable and confident with their system. Most important, Mukherjee wants his customers to be educated about the software they are using, so that they can get the most out of it. "We're here to teach our customers not just the program, but how to run their business better," says Mukherjee, "And that is what a system is supposed to do for you: help you run your business better." Trendex's software does this by integrating all the facets of a business into one system, and making that system easy to use.

So how does a customer go about determining which system is best? This is a complicated process, but a very important one. "Buying a software system is like buying a house," says Mukherjee, "You are going to grow into your house, just like your system." It is important to do research and determine exactly what the company needs now and in the future, and what the software provider offers. One of the most significant, and often overlooked, aspects of a system is the service provided for the customer. This is why Trendex of-



A handheld computer with integrated bar code scanner for Mobile Delivery system

fers such extensive training, support and upgrades. Mukherjee himself is responsible for personally installing every new system and providing on-site training for the users. Trendex also installs and trains users on all updates, which are provided to every customer annually. Mukherjee has 27 years of experience with his system and the welding industry, and each of his staff members has been with him at Trendex for at least ten years.

Trendex goes to great lengths to ensure that its product is the best it can be, but Mukherjee says he is more concerned about service than he is about sales. "The product can sell itself," he says, "It's the service that sets us apart." Trendex takes great pride in the fact that they also have such close relationships with their customers. "We become friends with our clients," says Mukherjee, "It's what makes this job so enjoyable and satisfying."



Soumitra Mukherjee – President of Trendex Systems