

# An integrated solution equipped for success



## Customer

Esbee Dynamed

## Industry

Medical devices and equipment

## Location

India

## Solution

Sage 300 and CRM

## Background story

Esbee Dynamed is medical equipment company and distributes of state-of-the-art medical equipment to government hospitals, corporate hospitals, top surgeons and nursing homes. It started its operations in 1999, by the father son duo - Subhash Bawa and Aditya Bawa.

Headquartered in Mumbai and regional offices in New Delhi, Pune, Ahmedabad, Indore and Lucknow, the foremost requirement for Esbee Dynamed was integration- between the marketing, sales and customer service teams bundled with sales forecast and budgets to help the management make strategic decisions on the go.

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## Challenge

Esbee Dynamed needed a real-time view of its business so that management could make informed decisions quickly. They wanted to improve customer support levels and retain existing customers. They required a tool enabling them to keep on top of changing trends and help in the company’s expansion plans for the future.

## Solution

Esbee Dynamed decided to implement Sage 300 and CRM, an integrated Business Management Solution, which was the perfect fit for the company’s business needs.

## Results

Sage’s Sales Force Automation, highly focused marketing tools and seamlessly integrated service management has helped Esbee Dynamed to improve customer relations and deliver quality of customer support.

Aditya Bawa,  
Director,  
Esbee Dynamed

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“With the focus on after sales service quality and processes, the presence of a CRM solution would allow us to provide high quality customer support and service to our customers. Additionally, with the company planning to expand both geographical and business wise, a real time view of the entire operations was the need of the hour.” says Aditya Bawa, Director of Esbee Dynamed.

As the company deals mainly with repeat customers, it was also essential for Esbee Dynamed to be able to record the transactions and store master data.

#### Overcoming challenges

The company’s business challenges were answered with a solution - Sage. The implementation of Sage 300 and CRM provided a 360° solution for the company’s business needs. Sage was able to cater to the unique requirements of the Medical Equipment Distribution and Service Industry.

“We chose Sage Software Solutions going by its track record of working in tandem with more than 300 Sage Business Partners and providing state-of-the-art industry solutions for the SME and Large enterprises” explains Aditya Bawa. Additionally, “it has dedicated support centres in Mumbai that is close to the Esbee Dynamed’s head office and other locations across India ensuring full support.”

With a strong domain knowledge and product understanding, the solution was implemented by Sage Software Solutions in just six months. The steps included:

- Project pre-planning
- Business requirements baseline
- Master data management
- Accpac environment implementation
- Delivering forms and reports, training
- User acceptance test
- Going live date

Kumar Siddhartha of Sage Software Solutions explains why Sage was the right choice for Esbee Dynamed. “Sage EES is a fully integrated business management solution comprising of a tightly integrated ERP and CRM platform that is scalable and a perfect fit to Esbee Dynamed’s multi-location

and multicurrency set up”

#### Improved Customer Service

Being in the high-value equipment business, quick and efficient customer service is of utmost importance.

“This particular point was effortlessly taken care of by Sage CRM’s Pre and Post service management. Since the company deals in High End Capital Medical Equipment, it was able to track sales funnel effectively and manage sales efforts in the most focussed manner thanks to Sage EES’s Sales Force Automation” says Aditya Bawa, Director Esbee Dynamed.

#### Seamless Integration

Post implementation, Esbee Dynamed has been able to unify sales, service and financial data, presenting a more holistic view of the business. Also the finance module from Sage 300 helped track accurate accounting information and exchange gain/loss variations, while the operational module helped streamline delivery channels and procurements.

The tracking of real time inventory and transactional data as per the company’s costing method was made easy with Sage 300’s Inventory Control Module.

“Post implementation, the sales users are comfortable with the flexible and intuitive controls of Sage CRM and the way multiple reports are configured. The finance team depends on the reports and forms from Sage 300 and have been trained on skills to design their own. Finally, the operations team have made full use of the inventory control modules including stock tracking and management, reordering capabilities and sales projection based procurement” says Aditya Bawa.

He goes on to add that management is very content to find company level dashboards, which can be configured and modified at any time.

#### Next Steps

Periodic reviews are scheduled by key stakeholders from both sides to identify scope for improvement. “After gaining both tangible and intangible benefits from the implementation, Esbee Dynamed is mulling over upgrades for Sage 300 to V2014” concludes Aditya Bawa.

## About Sage CRM

Over 15,000 small and medium sized companies across the globe use Sage CRM every day to accelerate sales, drive business productivity and make every customer interaction count. It is used by enterprising, growing companies seeking new ways to interact with customers, leverage the power of social media and take advantage of the latest mobile developments to further grow their business. When combined with Sage ERP, our customers enjoy better business insight, increased efficiencies and productivity, and gain a single, customer-centric view across their entire business. So whether you're just starting out or have already grown to several hundred employees, Sage CRM can help accelerate your business success.

Accelerate your business success with a free 30-day trial at [www.sagecrm.com](http://www.sagecrm.com)

