

NEURO RESOURCE GROUP

Case Study

COMPANY PROFILE

Company: NRG

Industry: Medical Devices

Location: Texas, USA

Founded: 2004

Employees: 15

Website: www.nrg-unlimited.com

CHALLENGE

To get precise control of inventory, manufacturing and customer relationships to drive new revenue and profitability.

SOLUTION

SMB Suite helped NRG achieve cloud-based, fully integrated planning, purchasing, inventory management/control, sales order processing, customer relationship management and cash management within the business.

BENEFITS

- Lower cost of inventory
- Greater customer responsiveness
- Increased productivity
- Multi-currency capability
- More customer referrals
- Lowered operational cost
- Single support and process source

THE CLIENT

Neuro Resource Group, Inc. (NRG) specializes in the development, design, manufacture, and sales of innovative medical products for injury management, rehabilitation and pain management.

Deeply experienced in the healthcare industry, the Company is committed to providing products, developing training materials and protocols that improve the quality of patient's lives and also enhance athletic performance on a professional and non-professional level.

THE CHALLENGE

As a new company with an increasing customer base and more complex manufacturing structure, NRG's process environment required formalization and integration. NRG faced three challenges:

- Connecting manufacturing to accounting
- Linking customers to sales order processing
- Integrating business planning with execution, measurement and reporting

THE PROCESS

NRG's Neuro Resource Group's leadership set out to solve these business problems and establish a firm foundation for additional, future growth. The goals were simple, so they thought. NRG sought fully integrated manufacturing, accounting, inventory

management and customer relationship management processes that would fully align across the entire enterprise. And, like most small- to medium-businesses, NRG needed to accomplish this within a strict budget and timeframe.

NRG & SMB SUITE

NRG, familiar with on-premise GP, contacted Microsoft to learn more about Dynamics GP for their business. SMB Suite was evaluated and chosen because of their responsiveness, proven expertise and manufacturing process background.

THE SOLUTION

SMB Suite quickly sized up NRG's business process and IT requirements, including uncovering the need for multi-currency accounting while presenting the features of Microsoft Dynamics GP and how the overall solution would integrate accounting and manufacturing specific to business automation requirements.

THE BENEFITS

NRG immediately benefited through the infusion of a well structured manufacturing process that ensured accurate development of key manufacturing and business processes — all impacting ROI and the bottom line. As a new company, NRG was able to leverage needed

experts (right from the start) and reduce the requirement for internal IT resources while providing an enhanced solution that demonstrates lower total cost of ownership.

KEY BENEFITS

- *Lower cost of inventory*
- *Greater customer responsiveness*
 - *Increased productivity*
- *Multi-currency capability*
- *More customer referrals*
- *Lowered operational cost*
- *Single support and process source*

Post implementation: NRG experienced a reduction in inventory cost, a faster customer responsiveness through more accurate information and an uptick in sales due to greater visibility, greater customer information and improved opportunity management.

“SMB Suite's response to issues makes them really, really great to work with.”

- Karla Roberts Controller NRG

SMB  **SUITE**