



ALTICO ADVISORS

Proven Methods. Real Results.



Client Capsule: Medical Device Distributor



www.hettweb.com

“For more than 100 years Andreas Hettich GmbH & Co.KG has been a leader in centrifugation technology, innovation and safety. Headquartered in Germany, Hettich is recognized as one of the top clinical/research centrifuge manufacturers in the world. Our Beverly, MA, facility provides full service and sales support for North America & Canada.

“Product growth and consumer demand led to an overall increase in customer service requirements. In response, technology systems and databases were added to manage incremental growth. Our commitment to maintain a high level of customer support required a central database and integrated ERP & CRM systems. Our solution would require a company whose implementation methodology, industry knowledge and international experience would guarantee minimal disruption to existing operations. Our search led us to Microsoft Dynamics GP and CRM as the software package and Altico Advisors as our technology partner. The system launched a little over a year ago and I am happy to say we made the right decision. We also look forward to several system enhancements currently in the works.”

Hettich Instruments, Beverly, Massachusetts

The Challenge

- Exponential growth required a better system for inventory control and customer service management
- Replace multiple manual, disparate systems currently in use
- New system must be implemented with minimal disruption to ongoing operations
- Unique reporting and inventory control issues given parent manufacturing facility in Germany

The Solution

- Integrated Microsoft Dynamics GP and CRM to meet short- and long-term needs
- ERP and CRM integration and automation replaced spreadsheets
- SQL database resolved issues with multiple databases previously in place
- Reporting and inventory customized and delivered by Altico based on their industry expertise and international multi-company experience

The Benefits

- Accurate inventory data in a centralized location
- Full view of distribution/supply chain channel
- Automated services requests for tracking and resolving customer issues
- Solid relationship with a knowledgeable, reliable partner who understands the medical device industry



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