Solution Overview

Industry

Pharmaceutical

Benefits

Using Nodus' eStore Solution Stack, Roex experienced a rapid ROI and time to value which can be directly attributed to dramatic increases in revenue and productivity.

Software Used

eStore Solution Stack

About Roex, Inc.

Roex, Inc. develops and markets its own line of dietary supplements and related products using the highest quality materials from around the world that address structure and function in the body. Rod Burreson, the company's founder and President, is a former athlete and an avid student of martial arts who has experienced a myriad of ailments and injuries resulting from these activities. Mr. Burreson became committed to finding and developing non-pharmaceutical solutions to improve his own quality of life. Not content with the current products and formulas on the market, Mr. Burreson, through education, research, and the collaboration of many of the finest professionals in their field, began to develop the highest quality formulas and comprehensive products that would meet his own specific health needs.

For more information please visit:
www.roex.com or call: (949) 442-2675.

About Nodus Technologies, Inc.

Nodus® Technologies, Inc. is a leading provider of electronic payment automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web services technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics® ERP. Nodus® business solutions include eStore Solution Stack, Retail Advantage, ePay Advantage, Credit Card Advantage and other products and services.

For more information please visit:
www.nodus.com or call: (909) 482-4701.

Roex, Inc. Case Study

Optimizing Business Processes Enables Roex to Raise the Bar on Productivity and Profitability

"Nodus provides a vital component that will enable us to increase internet sales and revenue by 50% with existing staff. Their amazing solutions provide the tools we need to improve our bottom line."

- Ben Hosseinzadeh, Roex COO

Summary

As one of the fastest growing companies in the nutritional supplement industry, Roex hoped to streamline their order process for new and repeat customers. Their search for a solution that would integrate their back office Microsoft Dynamics solution with their web store led them straight to Nodus Technologies. Nodus' eStore Solution Stack comes with a full-featured shopping cart, which integrates with Microsoft Dynamics GP out of the box. This allowed Roex to set up their online e-commerce presence and integrate all of the sales, payment and customer information, as well as real-time inventory management with Microsoft Dynamics GP in a matter of weeks.

"Nodus proved itself to be invaluable during the development and implementation of this solution," said Ben Hosseinzadeh, Roex COO. "Their understanding of business process automation and the applications we use to accomplish this simplified the entire process and enabled us to focus on the business of doing business."

Today Nodus eStore Solution Stack enables Roex to automate key management processes and enhance cross-application integration. The result: a rapid ROI and time to value which can be directly attributed to dramatic increases in revenue and productivity.

The Challenge

Until Q1 2006, Roex managed operations using a number of disparate legacy systems that were difficult to maintain and that lacked real-time integration capabilities.

"We were never able to get one single view of the business," said Ben Hosseinzadeh, Roex COO. "Snapshot reporting gave us glimpses from varying perspectives, but we lacked a cohesive picture."

As the management team prepared to meet increased demand for their line of dietary supplements and related products, it became increasingly evident that existing systems could not accommodate the company's changing needs. Working with their reseller, Tridea Partners, the company selected Microsoft Dynamics GP to provide essential back office functionality. Seeking an add-on solution that would integrate seamlessly to enable them to improve the way they manage orders from their web store and call center, as well as simplify the way they process and reconcile electronic payments, the team turned to Nodus.

"Nodus came highly recommended," said Hosseinzadeh. "And they exceeded our expectations on every front."

"The results are exciting!"

"This solution positively changed the way we manage transactions via our web store and call center."

- Ben Hosseinzadeh, Roex COO

"Nodus' eStore Solution Stack is - like most good ideas - simple yet effective. It allowed us to improve customer service while making it easy for our staff to efficiently manage data and workflow."

- Ben Hosseinzadeh, Roex COO

"Nodus proved itself to be invaluable during the development and implementation of this solution. Their understanding of business process automation and the applications we use to accomplish this simplified the entire process and enabled us to focus on the business of doing business."

- Ben Hosseinzadeh, Roex COO

"Nodus came highly recommended, and they exceeded our expectations on every front."

- Ben Hosseinzadeh, Roex COO

About Tridea Partners

Tridea Partners is a leading service provider of Microsoft Dynamics including Microsoft Dynamics GP (Great Plains) and Microsoft CRM for the San Diego, Los Angeles and San Francisco markets. They differentiate their implementation approach by focusing on configuring and implementing these systems unique to that organizations' end-to-end business processes. They facilitate further success by helping organizations establish sound internal controls permitting the efficient, secure and transparent flow of information throughout the organization. Tridea is a Microsoft Gold Certified Partner with consultants that are ERP and CRM application certified with extensive expertise in delivering efficient and cost-effective applications.

The Solution

eStore Solution Stack transformed the way Roex managed orders from their web storefront and call center. With this solution, information entered by customers or account managers via the web store is linked directly to Microsoft Dynamics GP. By working with Linked Systems, this information are easily mirrored on GoldMine at the call centre because of eStore Solution Stack's SOA architecture. This simplifies account management and enables key personnel to improve their productivity and efficiency in all areas.

"The results are exciting," said Hosseinzadeh. "The solution positively changed the way we manage transactions via our web store and call center. Nodus' eStore Solution Stack is - like most good ideas - simple yet effective. It allowed us to improve customer service while making it easy for our staff to efficiently manage data and workflow."

With eStore Solution Stack, account managers enter order information only once. That data is automatically migrated to other specific fields within the company's systems. This improves the speed and accuracy of order entry. The centralized database capabilities facilitate increased productivity and customer service. eStore Solution Stack also simplifies reconciliation to ensure accurate billing and trend analysis.

"One of our goals for this year was to drive repeat purchase traffic to our website and increase internet sales by 50%," said Hosseinzadeh, "This solution frees our account managers to focus on new business while efficiently supporting repeat sales."

Implementation Results

Roex uses the highest quality materials from around the world in the creation of its line of dietary supplements and related products. Understanding that each substance works in concert to support the structure and function in the body, the company wanted its back end systems to function in the same holistic manner. With eStore Solution Stack providing the link between key systems, the company now has access to reports that present the whole picture.

Previously, the company did not have a means to differentiate whether orders came from the web store or call center. Having access to this and other information improves decision-making and business evaluations.

"eStore not only improved the way information is managed on the front end, it enabled our management team to make better decisions with clear, up-to-date reports," said Hosseinzadeh.

Savings from this implementation are estimated to exceed 30 management hours per week. With Nodus, Roex personnel can dedicate their efforts to providing personalized service to their customers.

"This solution makes it possible for us to manage a 50% increase in sales and revenue without raising our costs," said Hosseinzadeh. "With Nodus, everyone wins. Our customers appreciate the ease with which they can place orders. Our staff enjoy accomplishing more with less effort. And our management team appreciates the value this solution adds to our bottom line."