



About iSmile Dental Products:

iSmile Dental Products (iSmile) is a fast growing distributor of consumable and disposable dental products.

Solution:

As a start-up company, iSmile, was wondering whether they should invest more in their accounting package upfront or just stick to the standard off the shelf accounting package. After only three months, iSmile realized that Microsoft® Dynamics™ GP was well worth the investment because it is a solution that has the capacity to scale with growing organizations.

Benefits:

- Scalability of the software
- Ease of use
- Excellent reporting

Partner:



The Strophe Group Inc.
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www.strophe.com

“Strophe listens to my objectives and business needs then helps me shape Microsoft Dynamics GP and our internal processes to achieve them.”

Bryan Shields, *President & CEO*

Business needs:

As a start-up company, iSmile was looking not only for an affordable integrated supply chain and accounting package to meet its immediate needs but one that would also have the ability to scale successfully as transactions and data demands grew.

Solution:

During the selection process, Mr. Shields, President & CEO, considered Sage MAS 200 and Quickbooks but these solutions did not have the desired flexibility that Microsoft Dynamics GP had clearly demonstrated as out-of-the box functionality.

iSmile’s Microsoft Business Solutions partner, Strophe, performed the implementation of Microsoft Dynamics GP 10.0 at a very accelerated pace. From the original purchase date, it took only six weeks to fully implement from the time the order was placed to the time iSmile started using it.

Benefits:

Microsoft Dynamics GP required a higher upfront investment but Mr. Shields can now focus on growing his business. He does not have to worry whether or not his business system can keep pace with his evolving business requirements.

One example of iSmile’s efficient use of Microsoft Dynamics GP is that iSmile can now manage a customer record with one billing address and 18,000 different shipping addresses! The time savings is tremendous!

About Strophe:

Strophe is an award winning Microsoft Gold Certified Partner with almost 20 years of proven expertise. Bryan finds Strophe’s consultants to be good listeners, which then ensures they make sound recommendations on how to best achieve business objectives.

With Strophe’s help, iSmile was able to customize forms and craft internal procedures to keep their one-step invoicing process, an important capability that enables higher efficiency and keeps costs down for their customers.

Strophe is proud to have contributed to the success of iSmile.

