

CASE STUDY: KAWASUMI LABORATORIES AMERICA, INC.

EthoTech Automates Commission Reporting for Kawasumi Laboratories America

Kawasumi Laboratories America, Inc. is an international leader in safe, disposable medical devices preventing millions of accidental needle sticks related to the blood drawing process. They take pride in engineering innovative products that are easy to use, while providing safety for medical professionals.

After decades focused on this mindset, it is only natural that Kawasumi would seek the same characteristics in the software they use. When they realized that their aging Crystal Reports software may eventually become incompatible with Microsoft Dynamics GP, they proactively began their search for a reliable replacement.



INDUSTRY
Medical devices

CHALLENGE
Manual entry and complex formulas in Crystal Reports took too much time and would frequently need updating.

SOLUTION
EthoTech Commission Plan for Microsoft Dynamics GP transformed the multi-day commission reporting process, reducing it to a mere 15-minute task.

“Who Knew Commissions Could Be So Easy?”

‘If Crystal Reports dies tomorrow, then what am I going to use for commission reporting?’,” said Crystal Karlson, Operations Manager at Kawasumi Laboratories America. “I started looking at options and I kept seeing over and over again how well EthoTech integrated inside Dynamics GP. I was... looking for something that I was 100% certain was going to plug in and play nicely right away.”

EthoTech’s Commission Plan software for Microsoft Dynamics GP exceeded Karlson’s high expectations. Every step of the process was smooth and easy. Commission Plan worked perfectly, from its “ridiculously easy” 7-day implementation to every day since.

After the installation of Commission Plan, “I didn’t have to write a single formula,” Karlson said. “It was like I was handed a gift. It was one thing to make your life so much easier.”

Sales reps also appreciate EthoTech because it eliminates data manipulation, resulting in faster commission payments for them. Upper management and Accounting love that they can get all their data in the exact format they want it in. With EthoTech, “it’s super easy to change the format,” said Karlson.

“Who knew commissions could be so easy?” Karlson wrote to EthoTech after the implementation.

On Commissions: “I Literally Do Not Have to Worry”

Prior to the ease of using EthoTech, Kawasumi’s stressful commissions process required constant tweaking. Decades-long use of Crystal Reports had led to formulas that were “miles and miles long,” according to Karlson, and their complexity made them break repeatedly. It would take Karlson “hours of work” to fix issues.

“Using Commission Plan is a relief,” she said. “I don’t have to worry about a formula maybe or maybe not calculating something correctly, or a chunk of ZIP codes not being included in this report where it should be in another report. I literally do not have to worry about any of that anymore.”

EthoTech has also significantly reduced manual data entry. Before implementation, Kawasumi had to go into 10 or more reports to manually update commissions data for their independent sales reps, but now Karlson confirms: “It’s a one-time update, instead of a 10-plus-time update.”

“EthoTech has saved, I would say, at least 2 days out of the month just for taking that entire manual process from start to finish out of the equation,” Karlson said.

“We can now pay attention to the data that we’re generating, as opposed to just generating it.”

EthoTech Automation Results in Time & Money Saved

Kawasumi hasn't simply saved time on commissions – they are also using EthoTech's Commission Plan for Dynamics GP to automate a critical Accounts Payable task. This saves them time every month.

In the future, they plan to use this AP functionality to pay a different sales group using EthoTech. This would streamline a time-consuming activity that currently requires one full-time employee to process 30,000-50,000 rows of data every month.

Using EthoTech's integration to eOne's Popdock, Kawasumi will be able to use the powerful data from Commission Plan for on-demand reporting for their Sales team. "We have tons of opportunities to make our reporting just that much easier for the entire company," Karlson said.

EthoTech's Biggest Benefit: Peace of Mind

Karlson states unequivocally that "peace of mind" is the biggest benefit she has experienced after implementing EthoTech's Commission Plan for Dynamics GP.

In the past, she says her commission reporting was "one of those things that are very important and have to get done, but that you kind of dread." Now, as she says, "I don't even think about commissions anymore. It's not even on my radar. **All I have to do is make sure sales are closed, click the mouse a few times and boom! Commissions are done.**"

"Nothing comes up with commissions anymore. Nothing. They're just done. It's that simple. But it being that simple has so much value behind it."

-- *Crystal Karlson,*
Operations Manager, Kawasumi Laboratories America, Inc.

