



# The Resource Group

## Dental Laboratory Group Gains Business Insight and Saves Time Moving from QuickBooks to Microsoft Dynamics GP



### Customer:

Novadent, Inc.  
www.novadent.com  
Issaquah, WA

### Size:

9 Locations &  
350 Employees

### Industry:

Dental Laboratory & Group

### Business Challenges:

- Lack of business insight
- Inconsistent records
- 20 days to close books
- Unreliable data

### Solution Selected:

#### Microsoft Dynamics® GP

General Ledger,  
Accounts Payable,  
Bank Reconciliation,  
Inventory and  
Purchase Order

### Microsoft Partner:

The Resource Group

### The Challenge

Novadent, Inc. owns a number of dental labs throughout the United States that manufacture crowns, bridges, implants, dentures and partial dentures, and sells directly to dentists. These labs began as mom-and-pop shops and remain true to their image to this day.

Many of these small shops had medieval accounting and bookkeeping practices. They used some combination of QuickBooks or Accpac, but did not have a consistent set of records that Novadent could rely on. Nine locations and 13 acquisitions later, expansion slowed to first re-characterize the business from which they could ultimately derive value, thus Novadent was not achieving the business insight it needed to further grow.

As imaginable, this caused confusion across their nine locations and limited the relative insight they could report to their board. It would take Novadent 15-20 days to close their books due to:

- All data and reports were being manually driven.
- Consolidation across entities would occur in disparate Excel spreadsheets outside of QuickBooks.
- Numbers were constantly changing as data lockdown was not possible.

Novadent accountants were frustrated, and constantly felt behind the mark because of a lack of system and processes. Novadent desperately needed to turn their data into business insight that could derive a value proposition. Novadent desperately needed to turn their data into business insight that could derive a value proposition.

*"We wanted to transition our staff from data entry to business analysts, and with Microsoft Dynamics GP we can finally achieve this. That shift from data to insight is the ROI we needed to revive our growth strategy."*

**Raj Raheja**  
Vice President of Finance  
Novadent, Inc.

## Solutions and Benefits

The search for ERP software began in 2011 as Novadent considered a number of different options. They finally narrowed it down to a choice between MAS90 or Microsoft Dynamics GP. They decided on Microsoft Dynamics GP because of its easy-to-use interface. MAS90 did not appeal to the staff from an ease of use or GUI perspective. In addition, Microsoft Dynamics GP offered additional features such as electronic banking, multi-currency, project accounting, manufacturing, field service and inter-company processing.

Novadent partnered up with The Resource Group, a Microsoft Gold Certified Partner. Novadent was immediately impressed with The Resource Group's knowledge of the Microsoft Dynamics GP system and their ability to articulate what it would look like for Novadent's unique situation. Raj Raheja, Vice President of Finance for Novadent, says, "The Resource Group took the time to understand our situation rather than sell their product. They stopped, stepped back, listened and then recommended a solution that would finally work for us within our budget." Raheja says, "Any ERP implementation is a challenge, but The Resource Group streamlined the process by making it considerably more palatable." Novadent also hired an internal PM to ensure the project stayed on track. "With a full plate of your regular daily activities it most certainly is important your implementation project is not derailed" according to Raheja. "The Resource Group was our software expert, but you still need someone to hold your company accountable for what needs to be completed in-house."

Given Novadent's multi-location, they implemented Microsoft Dynamics GP one location at a time ensuring each successive implementation completed more polished than the last. Raheja says, "...because just when you think you have planned for it all, there is one more unique circumstance you did not anticipate. The key is to plan for that!"

### Novadent's Three C's of CONTENT!

#### Consistency

At all locations, Microsoft Dynamics GP is set up consistently across the board, and users at Novadent are held accountable for the data they enter. With a standardized set of accounts the data is now more consistent and provides the relative trends needed to support decision making processes. With consistent and accurate data Novadent can close their books in eight business days or less, compared to the 15 to 20 days it took before. Raheja says, "We wanted to transition our staff from data entry to business analysts, and with Microsoft Dynamics GP we can finally achieve this. "Instead of spending time and resources trying to consolidate inconsistent data in Excel, managers at Novadent can ask what the numbers mean for the business, and make useful decisions to drive the business forward. Raheja says, "That shift from data to insight is the ROI we needed to revive our growth strategy."

#### Summary:

Novadent, Inc., owner of thirteen dental manufacturing labs, was having difficulty sustaining data consistency, control, and consolidation across their multiple locations. They had limited financial insight at any given time, and every month involved a tedious process to close their books.

In 2011, Novadent started to search for better software to manage their accounting and inventory operations. They found the perfect mix with Microsoft Dynamics® GP and The Resource Group, a Microsoft Gold Partner out of Washington.

Novadent now has consistency of data through control of user input, data, and inventory. They also have consolidated records for a comprehensive snapshot of all locations. Raj Raheja, VP of Finance at Novadent, Inc. says, "We wanted to transition our staff from data entry to business analysts, and with Microsoft Dynamics GP we can finally achieve this."

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## Novadent's Three C's of CONTENT!

### **Control**

With Microsoft Dynamics GP, Novadent now has a centralized environment that they could not achieve with QuickBooks. They have complete control over their nine locations, and are able to capture costs in the right period, control user input, and establish access level controls.

Although they have a centralized environment, through access level controls, they still have the ability to decentralize departments so staff members have access to only information they need. For example, inventory staff does not have access to accounting information; they have what they need for their segment of the business.

Novadent can also departmentalize their costs with insight into profit and loss by department, by products, by division and by the group. With this gained insight, each business unit receives control over their departments and can better understand their business decision and related impacts. Raheja says, "Insight into profitability by business units allows for controls over effective decision making, creates a level of accountability, and defines targeted strategies and ultimately their results." Because of this insight, Novadent can conduct segmented marketing and advertising campaigns creating results consistent with their strategy. Before, it was a shot in the dark.

### **Consolidation**

As a parent company, Novadent needs to see the full picture, relatively quickly, in order to succeed. With Microsoft Dynamics GP they now have a solution that pulls all the data together into a readable format. Reports to the board and the executive team were done quarterly and on an unconsolidated basis due to time constraints to create a consolidated set of financials. The full consolidation and close process would take closer to three-and-a-half weeks to complete. Consolidation would, therefore, only occur once a year for the benefit of the auditors.

Novadent now reports to the board quarterly on a consolidated basis, with a full set of financials and cash flow delivered every quarter. Novadent also maintains the ability to produce consolidation monthly for internal reporting purposes.

What used to take weeks, has been reduced to mere hours to compile, review and finalize!

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### **Microsoft Partner:**

The Resource Group

**Learn how The Resource Group can help you.**

**Contact us at 877.287.4760, visit us online at [www.resgroup.com](http://www.resgroup.com)  
or email [info@resgroup.com](mailto:info@resgroup.com).**