

**JOE CRM HELPS  
COMPANIES TAKE THEIR  
BUSINESS TO THE NEXT LEVEL**



**POWEROBJECTS**

Bringing Microsoft Dynamics CRM into **FOCUS**



## **Leading Animal-Health Products Manufacturer Connects with Customers Online and Expands its Business with Microsoft Dynamics CRM**

### **Background**

BOMAC Vets Plus, Inc. is an animal health products manufacturer based in Knapp, Wisconsin, about an hour east of the Twin Cities. They sell many lines of animal products through distributors globally as well as online through its sub-division, [www.ProbioticSmart.com](http://www.ProbioticSmart.com). Before implementing Microsoft Dynamics CRM, the company was using an outdated and incompatible system to manage their sales and marketing efforts. They needed a system that would support their marketing efforts and allow them to manage their leads more effectively as well as reorganize client data and track marketing dates more easily.

In addition, the company was looking to expand their business with a new online retail division called [www.ProbioticSmart.com](http://www.ProbioticSmart.com) to sell to end-users and needed an integrated solution that would help them manage and operate the entire online e-commerce site.

### **Solution**

BOMAC Vets Plus chose PowerObjects because of its CRM expertise. The company wanted to move quickly and did not want to add servers or additional software to support the product, so they chose Hosted Microsoft Dynamics CRM 4.0, Hosted Exchange, Hosted SharePoint and Hosted Blackberry Server offered by PowerObjects. PowerObjects was instrumental in identifying their initial business needs and customizing Hosted Microsoft Dynamics CRM to quickly get them up and running from a sales and marketing perspective.

After using Microsoft Dynamics CRM successfully for some time, the company saw how adaptable and user-friendly the system really was and wanted to apply it to a new division of their business, an online e-commerce site called [www.ProbioticSmart.com](http://www.ProbioticSmart.com). The business is focused on providing natural and probiotic supplements for maintaining pet health via an online store to help reach a growing number of consumers.

“Many people take for granted the amount of work that goes into putting an online store together. They see a website, products, and a shopping cart and think that it must be easy to pull together. But in reality, building and maintaining an online store can be a difficult process. That’s why we decided to build on the versatile functionality and platform of Microsoft Dynamics CRM to help automate and manage the entire e-commerce process including everything from purchasing, inventory and vendor management, accounting, shipping, customer service, and marketing,” said Punkaj (PJ) Jain, Vice President of E-Commerce, ProbioticSmart.com.

### **Challenge:**

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### **Solution:**

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### **Benefits:**

From a sales and marketing perspective, the system has allowed them to more easily accomplish sales and marketing tasks, improve their sales processes, track customer responses and ultimately increase their sales volume. For the e-commerce site, the entire online business has been automated through CRM offering the ability to process and deliver transactions effortlessly, while strengthening customer relationships and growing their business.



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## Key Benefits

From the initial implementation of Hosted Microsoft Dynamics CRM to expanding the solution to meet its growing e-commerce needs, Microsoft Dynamics CRM and PowerObjects fulfilled their expectations and beyond. From a sales and marketing perspective, the system has allowed them to more easily accomplish sales and marketing tasks, improve their sales processes, track customer responses and ultimately increase their sales volume. Sales people can now track account history, track what is being sold, and pitch new marketing ideas to their accounts.

From an e-commerce perspective, the entire online business has been automated through CRM offering the ability to process and deliver transactions effortlessly, while strengthening customer relationships and growing their business. The implementation has enhanced online operations by empowering site visitors to access products with much faster turn-around time from ordering and fulfillment to tracking and delivery. By automating transactions and enhancing the ability to share information internally, the system has also improved communication and service with outside vendors and customers.

“With the help of PowerObjects, we have been able to extend Microsoft Dynamics CRM way beyond the initial implementation which has allowed us to take our business to the next level. When you have a business that needs to be up and running 24/7, you must have a reliable, efficient and streamlined solution in place. Microsoft Dynamics CRM has become an integral component of how we run our business and we couldn’t live without it,” said Jain. “And, the exceptional CRM knowledge and expertise that PowerObjects brings to the table along with the ability to work with various teams, has really contributed to our success. We couldn’t have done it without them,” he added.

## About PowerObjects

PowerObjects is a recognized leader in delivering Microsoft Dynamics CRM/xRM solutions to customers in a variety of industries. As a Microsoft Gold Certified Partner with numerous CRM/xRM projects under our belt, we combine the right focus, with the right people and the right processes to bring value to every organization we work with. As Microsoft Dynamics CRM as their core focus, PowerObjects can handle everything from standard implementations to creating a complex line of business applications using CRM as an “xRM” platform. PowerObjects can offer a solution that fits your organization including Hosted CRM, On-Premise CRM or xRM solutions.

PowerObjects works with customers in multiple industries and has a strong focus on serving the Health and Life Sciences industry. They have provided CRM solutions for multiple customers in the health and life sciences industry that have helped reduce organizational inefficiencies, optimize care, and improve overall financial management.

For more information, visit [www.powerobjects.com](http://www.powerobjects.com) or call 612.339.3355, toll free 1.866.770.3355.

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**Punkaj (PJ) Jain**

Vice President of E-Commerce  
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