



**Customer:** BSN

**Web Site:** [www.bsnonline.net](http://www.bsnonline.net)

**Customer Size:** 120 employees

**Country or Region:** United States

**Industry:** Consumer goods manufacturing—Food and beverage

#### Customer Profile

BSN manufactures and sells a complete line of nutritional supplements, serving customers in 60 countries. The company's products are available through the BSN Web site and through major retail outlets.

#### Software and Services

- Solutions
  - Microsoft Dynamics CRM Adapter for Microsoft Dynamics GP
- Microsoft Dynamics
  - Microsoft Dynamics CRM
  - Microsoft Dynamics GP

For more information about other Microsoft customer successes, please visit: [www.microsoft.com/casestudies](http://www.microsoft.com/casestudies)

## Health Supplement Maker Gains 25 Percent Faster Service, Reduces Development Costs

“The Microsoft Dynamics CRM Adapter for Microsoft Dynamics GP helped us eliminate at least three months of full-time development on a single project, not counting all the time and money we’ll save by not having to even consider those types of projects in the future.”

Rick Frazier, IT Director, BSN

#### Business Needs

Founded in 2001, BSN is a leading manufacturer of sports nutrition supplements, such as preworkout energy drinks. The Florida-based company has 120 employees and distributes its products in more than 60 markets worldwide.

In 2006, BSN switched from its Everest iCode accounting system to Microsoft Dynamics GP, basing its decision on the ease of use and flexibility offered by the Microsoft solution. In addition to its move to Microsoft Dynamics GP, BSN implemented Microsoft Dynamics CRM to streamline service delivery and ultimately link its sales and service processes with its finance and operations functions.

Initially, BSN installed a proprietary integration tool to transfer customer profile and sales order data from Microsoft Dynamics CRM to Microsoft Dynamics GP. But, BSN found that this tool did not always work to move data between these systems as efficiently as the company had

hoped. Sales staff could log on to Microsoft Dynamics GP to see transaction history, but they were unable to view customer contact notes from within the same interface. To obtain all the information needed to complete a customer service or sales call, the sales staff was constantly switching between at least two different applications, causing slower than desired call handling times.

To improve efficiency, reduce the risk of error associated with manual data entry, and gain better insight into business activities, BSN looked for a new way to seamlessly link its enterprise resource planning and customer relationship management systems. Says Rick Frazier, IT Director at BSN, “We decided it was time to look for a new integration tool, one that would help us take full advantage of the software that we already had.”

#### Solution

When BSN learned about the Microsoft Dynamics CRM Adapter for Microsoft

Dynamics GP through its Microsoft Dynamics partner, Frazier and other company leaders immediately recognized the potential. "Our team appreciated both the business value and the significance from a technical perspective of implementing a solution that Microsoft developed and thoroughly tested for use with its own software," says Frazier. After the company opted to move forward with the project, Frazier's team was able to complete installation of the Adapter tool in a matter of hours. "We were impressed by how quickly we were able to install and configure the Adapter and get it up and running completely on our own."

#### **Seamless Integration**

BSN particularly appreciates that the Adapter software was designed and architected to map various field types to smooth the flow of data between Microsoft Dynamics CRM and Microsoft Dynamics GP. "One of the first things that drew me toward the Adapter was the built-in mapping between data types in the two systems," says Frazier. One example of entity mapping offered through the Adapter is the bidirectional link between contact information in Microsoft Dynamics CRM and customer account data in Microsoft Dynamics GP. "The Adapter not only recognizes what types of fields are moving what types of data but also the business logic behind those entities. It provides a seamless connection."

#### **Straightforward Modification**

"The Adapter provided 95 percent of what we needed it to do straight out of the box—from the prebuilt entity mapping in the integration client to the exception management and logging services," says Frazier. BSN completed a minor modification to synchronize the way the two

systems share product and discount information, and the company expects to make other, similar adjustments over time. "Because the interface is so intuitive and the wizard-based tools are so easy to use, any person on our IT team can handle whatever changes need to be made, which helps us save time and money," says Frazier.

#### **Benefits**

With the Microsoft Dynamics CRM Adapter for Microsoft Dynamics GP, leaders at BSN are excited about the opportunity to improve the efficiency and quality of its customer service. In addition, the company expects to reduce time and expenses related to troubleshooting system integration and looks forward to better connecting its sales, service, and accounting teams.

#### **25 Percent Faster Call Resolution**

Now that customer service staff can view customer order and payment information from within Microsoft Dynamics CRM, BSN projects a 25 percent reduction in its call handle time. "This is an important achievement for us," says Frazier. "It means we can provide faster service to customers who may have questions about a product or who are calling to ask about a return. Plus, by completing calls faster, we can free up more inbound lines and take more phone orders."

#### **Better Insight into Business Performance**

BSN expects to gain greater adaptability through shared real-time access to current sales, order, and accounting information. For example, with the ability to see up-to-date account information, sales staff can better prepare for customer engagements. In addition, since the sales orders they

create will be automatically converted into orders in Microsoft Dynamics GP, managers can evaluate key business metrics, such as profitability, with greater confidence than before. "Now that we've automated many of the processes that we used to handle manually, we can focus more on analyzing our data instead of figuring out how to move it," says Frazier. "And with real-time insight into our business, we can adjust our strategy more quickly."

#### **Lower Development Costs and Maximize Return on Investment**

By installing the Adapter, BSN avoided a substantial amount of development time that would have been devoted to custom integration efforts. "The Adapter helped us eliminate at least three months of full-time development on a single project, not counting all the time and money we'll save by not having to even consider those types of projects in the future," says Frazier. "Best of all, now that the Adapter links Microsoft Dynamics CRM and Microsoft Dynamics GP, we can really start to tap into the powerful features in both systems to drive new growth."