

“By moving to Salesforce and FinancialForce Accounting we have been able to eradicate errors which were seriously affecting our financial performance”

Jonathan Green, VP Information Technologies, Denmat Holdings

## Success Story

Denmat Holdings, based in California, manufactures dental materials and has consistently developed products that continue to help change the way dentists practice. Brands include Rembrandt, Lumineers and Snap On Smile. Den-Mat has more than 450 employees and serves dentists worldwide, both direct and through distributor, group practice and laboratory partnerships.

In 2009, Den-Mat was running on severely outdated IT. “Employees relied on a 30 year-old legacy AS400 ERP green screen system with antiquated applications. Communication between departments was nearly nonexistent and processes were paper-heavy,” says Jonathan Green, VP of IT. On top of that, the business faced a 40 percent turnover rate for new employees, which was directly related to its old platform.

“When you have an older system there can be a lot of hidden fields or keystrokes required in order to get the data properly positioned in the system,” says Jonathan. “That caused a number of errors, sometimes affecting our financial performance and often it meant that we didn’t meet our forecasts. Those things really hurt us.”

Den-Mat needed a new way to look at business information especially since it was transitioning from a distributor sales model selling to Dentists, to selling direct to consumers as well. Corporate Executives were faced with outdated processes and systems making analysis, decisions, and planning very difficult. Paper based reporting, a vast number of binders containing sales orders, and problems tracking workflows in a closed system were preventing the company from realizing the potential of its existing products lines and launching new products. Historically the company would spend hundreds of thousands of dollars on third party applications and websites to promote its products or improve customer experience, but these disconnected systems were expensive, difficult to integrate and inflexible. Recruiting IT staff to work on the systems in the Santa Maria area also proved a challenge.

“As you can imagine, there were visibility issues,” says Jonathan. “We had a lot of third-parties that were hired to do spreadsheet management. It worked, but it required a lot of manpower and understanding in how to interpret results. On my first day on the job, for example, I was handed a stack of paper, no Excel file, nothing. People were always arguing about what orders went where and which ones had been compensated.”

## Customer Profile

### Company:

Denmat Holdings

### URL:

[www.denmat.com](http://www.denmat.com)

### Company Size:

Large

### Industry:

Business Services

- Reduction in staff needed in certain areas therefore key people could be re-distributed.
- Improved customer service through better visibility across the company.
- Better tracking of staff and product performance We can now track our product performance from operator to customer and gaining on one screen

“Re-keying data is always a problem. By Having FinancialForce Accounting and Salesforce CRM on the same platform we’re able to minimize the number of interactions with the data.”

## Success Story

A typical day for a salesperson at Den-Mat consisted of a morning fax or phone call from a manager denoting the accounts that he/she needed to call. These sales calls would be tracked via an Excel spreadsheet or a handwritten list. If salespeople ran into problems during the day, Jonathan says, they'd call the home office and read information over the phone if accounts needed to be rectified.

Den-Mat chose to transition to a cloud deployment model. Upgrading from the AS400 ERP system has enabled Den-Mat to cut costs by reorganizing the IT department. Before, IT workers dedicated 60 percent of their time to maintaining the outdated system. After the salesforce.com and Chatter deployments, the IT department spends around 20 percent of its time on support. As a result, Den-Mat has been able to reduce the department from 20 members to a leaner staff of 11.

Since the Salesforce CRM deployment, Jonathan says they've streamlined processes, cut expenses and slashed the employee turnover rate to just seven percent. Because teams were communicating and collaborating efficiently via Chatter, Den-Mat has been able to close an underperforming sales office in Indiana. More staff are working from home with better output as a result.

"They can work as a team and communicate and collaborate together--it didn't matter that they weren't [where we are] in Santa Maria, Calif. It has changed our dynamic and how we service our customers," Jonathan says.

By adding FinancialForce Accounting to the mix, Den-Mat's finance team has the visibility into sales activity that they wanted. Customers, sales people, partners and vendors are responsible for entering their own data so the integrity of that data stays in one place.

Jonathan says that because Den-Mat had already moved into the cloud with salesforce.com, the transition to FinancialForce Accounting was easy. "When we started a new project called Snap On Smile being brought to market via a direct response TV campaign – high volume, high interactivity – we realized we needed instant access to data. The only platform that could do that for us was FinancialForce.com. Because we were already in the cloud on Force.com we didn't need a new data store or any programmers, we just turned it on one day and started making money."

Although Den-Mat is moving deeper into the cloud all the time, the company found that one of the biggest benefits of FinancialForce Accounting is that it allows them to maintain existing systems and take them away piece by piece as they see fit.

"Now when we see an order come in from a customer," says Jonathan, "we can watch it all the way through the channel from customer service to sales on one platform so visibility is across the whole company."

FinancialForce Accounting has allowed Den-Mat to streamline its operations with better visibility, better reporting, and a more focused approach to the business.

“Because we have been able to reduce the number of staff needed in certain areas, key people have been moved into analysis roles. This has enabled us to look at the business differently to make better investments.”

“Now, if you're on a call to a customer with an AR issue, you'll know about it straight away and be able to fix it without getting anyone else involved.”