



Big Smiles with Dynamics 365 Business Central

Customer:

SportingSmiles
Waukesha, WI USA

Industry:

Dental, Medical, Health

Needs Expressed:

- Inventory control
- One flexible system
- Better integration
- Credit card processing
- Reporting capabilities

Benefits Realized:

- One system
- Real-time view of inventory
- Status checks of all orders
- Intuitive reports
- Automate processes
- Synchronize with Outlook
- Operate anywhere from any device

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 www.crestwood.com

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Case Study: Dynamics 365 Business Central

Overview

SportingSmiles is an e-commerce site that provides high-quality custom dental products, affordably and without a dentist visit. Customers place an order online, receive dental imprint kits and instructions, then send back the completed imprint and wait for their final product (a retainer, sport mouthguard, whitening tray, etc.).

Customer Story

SportingSmiles was founded in 2009 in Brookfield, WI. They designed a fast and affordable method of creating custom dental products (sporting mouthguards, retainers, anti-teeth-grinding guards, etc.) without having to visit a dentist's office or even leave home. Since their inception, they have added additional products and services, and upgraded their technology. So as their customer base grew rapidly, so too did their database and it became increasingly difficult to keep track of orders.

Situation

As SportingSmiles got bigger and bigger, their customer database grew. Utilizing QuickBooks for accounting, in conjunction with several other products, the accounting software had slowed to a crawl – a fatal sign for an online businesses. They were beginning to lose track of all the incoming orders.

QuickBooks provided no insight – it was growing impossible to see what orders were in progress, what the status was, or whether it had shipped.

QuickBooks provided their system with:

- No real-time reporting
- Difficulty in fulfilling online orders
- Zero integration
- No flexibility
- No credit card processing
- Zero storage space

With the system as it was, it was becoming impossible to keep track of all the orders flowing in. Manual processes worked fine for SportingSmiles when they were a very small business, but as the volume grew, they needed to be able to run reports in real-time and keep an eye on the status of all the orders. That wasn't possible with QuickBooks and the disparate free tools they were using.



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Solution

SportingSmiles was in need of a robust system that was flexible and could grow as they did. Only needing a few licenses, Crestwood Associates replaced their current system, QuickBooks for Dynamics 365 Business Central. It was fast, easy to use, and an affordable solution. Dynamics 365 Business Central included all the features of a true ERP (GL, AP, AR) as well as CRM functionality, this cloud-based system allowed SportingSmiles to never worry about scalability issues again.

Crestwood Associates was able to integrate the additional add-ons SportingSmiles used: e-commerce and credit card processor. They now have lightening-fast accounting, with full visibility into their own processes.

Dynamics 365 Business Central's reporting capabilities were especially attractive to the SportingSmiles team – their old system requires a ton of manual work to produce even basic sales reports. In Dynamics 365 Business Central, reports are generated in seconds, and provide the ability to see the status of every order at any point in time.

SportingSmiles also loved the mobile capability of Dynamics 365 Business Central – now the team leader can view, approve, and check the status of any order right from his phone, wherever he is. The platform also integrates seamlessly with Outlook, so there's no need to copy and paste information from one place to another. With the click of a button, all the relevant information from an email comes directly into the customer's account in Dynamics 365 Business Central.

About Crestwood Associates

Crestwood Associates is a Microsoft Gold Certified Dynamics GP, Dynamics SL, and Dynamics 365 Business Central and Acumatica Cloud ERP Partner. As a Microsoft President's Club member, Inner Circle winner, an initial member of the newly created Acumatica President's Club, and two-time Acumatica Partner of the Year, along with host to MVP winners 3 years in a row. Crestwood Associates brings your company the knowledge and experience it needs to find the right solution and make it work for you.

In addition, Crestwood is a Cloud Solutions Provider (CSP) and offers best-of-breed Azure hosting for all products.

Cut out the high costs of hardware and support while getting state-of-the-art security and protection from Microsoft and your trusted ERP and CRM partner, Crestwood Associates.

The essence of Crestwood's vision statement is to maintain a pragmatic and grounded approach to the complexities of business application deployment. This approach has for decades enabled Crestwood clients to routinely realize returns well beyond industry norms. Also, a key element of the Crestwood value proposition is to *"Do the Right Thing,"* which translates into always acting in the best interests of their clients.

For more information contact Jason Sheaffer at jsheaffer@crestwood.com or call 312-273-1182.

**Dynamics 365 Business Central the perfect solution to keep
SportingSmiles smiling.**