



ABPS Case Study

The American Board of Podiatric Surgery Experiences Rapid Return on Investment

"Nodus Technologies eStore Advantage Suite optimized our business by providing up-to-date sales information and seamless real-time integration, which eliminated the need for any manual intervention. As a result, we're saving over \$30,000 annually and have the ability to efficiently meet the needs of our members."

- Robert Perry, Associate Director of Administration, ABPS

Solution Overview

Industry

Healthcare

Benefits

Using eStore Advantage, the organization now has a system that captures and manages vital member data online, processes payments for fees and merchandise, then transfers necessary information into Great Plains without the need for human intervention.

Software Used

eStore Advantage

About American Board of Podiatric Surgery

The American Board of Podiatric Surgery (ABPS) was founded in 1975 as the certifying board in surgery for the profession of podiatric medicine. ABPS is incorporated as a nonprofit corporation in the District of Columbia and has its office in San Francisco, California. The purpose of ABPS is to serve the best interest of the public and medical profession by evaluating the initial and continuing qualifications of podiatric surgeons. The board reviews the credentials of voluntary candidates, conducts oral and written examinations, and issues certificates.

More information about ABPS can be located at: www.abps.org.

Summary

Hospitals, insurance companies, and the general public view a podiatric surgeon's background and credentials with a critical eye. As a voluntary credential program, the ABPS reviews the credentials of voluntary candidates, conducts oral and written examinations, and issues certificates; existing members will recertify every 10 years. Because of the organization's reputation for thoroughness and quality control, certification from the American Board of Podiatric Surgery (ABPS) has become an increasingly important career move for podiatric surgeons. Seeking to eradicate the inefficiencies that plagued the acceptance, processing, and accounting of orders and fee payments, ABPS turned to Nodus Technologies. As a result, ABPS will completely switch over to electronic payments for membership fees and merchandise by Q1 2005.

The Challenge

Given the highly competitive nature of certification boards, the American Board of Podiatric Surgery (ABPS) needed a means for managing fee payments and merchandise purchases accurately and efficiently. Based in San Francisco, California, APBS is a certifying board for podiatric surgeons that boasts a reputation for quality and professionalism. Realizing that the existing accounting solution and stand-alone credit card processing system posed significant barriers to the organization's goal of effectively serving its member base, ABPS began researching its options.

Previously, ABPS utilized Peachtree Complete Accounting and a PC-based terminal from VeriSign to manage electronic payments. A lack of integration and limited reporting capabilities were at the root of countless problems, including an inability to accurately track refunds, redundant data entry, and a lengthy reconciliation process. Seeking to transition the accounting of sales and fee revenue from a manual process, which got in the way of other, more productive tasks, to an automated process that could be handled almost entirely online, ABPS tasked Computer Resources with locating an accounting solution and integrated credit card processing solution.



About Computer Resources, Inc.

Computer Resources, Inc. offers planning, installation, training, customization, and technical support for businesses to successfully implement Microsoft® Business Solutions - Great Plains accounting software, Microsoft Customer Relationship Management (CRM) software, and related integrated third party applications. Committed to delivering the best in service and solutions to their customers, the company has received the prestigious Microsoft Business Solutions President's Award for 12 consecutive years. Computer Resources' on-staff CPAs, broad customer base, and 15+ years of experience combine to provide customers with informed, reliable support. www.compresourcesinc.com.

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- Shelly Bogda
Sales and Marketing Coordinator

About Nodus Technologies, Inc.

Nodus Technologies, Inc. sets the standard for electronic payment processing with revolutionary solutions. Based on a collaborative framework, Nodus' applications are designed to integrate with Microsoft® Great Plains accounting systems as well as other accounting packages, POS, B2B portal, call center, ERP, and CRM solutions.

With customers throughout North America, Nodus Technologies provides a standard interface that helps merchants streamline electronic payment processing. Downloadable evaluation copies of all of our solutions are available from our web site and are fully functional in The World Online test company.

For more information about Nodus' products and services, visit: www.nodustech.com.

The Solution

The combination of the Microsoft® Business Solutions-Great Plains accounting solution and the fully integrated eStore Advantage suite from Nodus Technologies exceeded ABPS' expectations. Proving to be the only solution capable of managing seamless integration between the web storefront and accounting solution, eStore Advantage offered the added value of reporting options which provide ABPS with access to business information previously unavailable.

"ABPS had extensive integration requirements,," said Shelly Bogda, Sales and Marketing Coordinator for Computer Resources. "They had multiple applications that needed connectivity with the back office Great Plains environment, including an online application process where doctors pay for exams online and a web store where certified surgeons purchase practice examinations and ABPS-branded merchandise. Nodus Technologies provided the key components necessary to expand the functionality of Great Plains to efficiently manage electronic payments and provide up-to-date sales information."

Implementation Results

Using eStore Advantage, the organization now has a system that captures and manages vital member data online, processes payments for fees and merchandise, then transfers necessary information into Great Plains without the need for human intervention. Prior to the implementation the organization spent a great deal of time moving information manually between disparate systems.

"eStore Advantage got our systems talking, freeing key personnel to manage other tasks," said Robert Perry, ABPS Associate Director of Administration. "In addition, thanks to the data management functions, we can view up-to-date billing and accounting information, which improves our ability to respond to requests from our members."

Chosen for its tight integration with VeriSign, Great Plains, CRM, and the web storefront, eStore Advantage brought improvements to reporting, budgeting, financial management, and cash flow.

"Early analysis indicated a rapid return on investment but the results surpassed our initial projections dramatically," said Perry. "This implementation enabled us to save over 20 man-hours each week by eliminating redundant data entry. In addition, we've reduced the time spent on reconciliation from five hours per month to less than one hour. At the end of the day we're saving more than \$30,000 annually."