



CLIENT SOLUTION CASE STUDY

Irrimax Supports Massive Sales Growth with Scalable Microsoft Dynamics 365 Solution



MICROSOFT DYNAMICS 365
BUSINESS CENTRAL

Background

Irrimax Corporation is focused on reducing infections, healthcare costs and improving patient outcomes. The company’s flagship product, Irrisept Antimicrobial Wound Lavage, is a single-use, manual, self-contained irrigation device. Irrimax has attracted experts in the fields of product development, clinical research, manufacturing, and distribution. Its management team is committed to leading the organization with high standards of integrity and accountability.



Irrimax, as a startup, was managing data with QuickBooks and spreadsheets, and quickly outgrew those solutions when doubling in size every two years for eight years in a row. Irrimax also needed to comply with heavy regulations in healthcare while providing exceptional customer service. They were using Veeva CRM built on Salesforce to manage regulatory compliance, but it was very cumbersome, not user friendly, and very expensive. “We were having big problems with user adoption [for Veeva],” says David Meyer, VP of IT for Irrimax. “The sales folks just wouldn’t use it, and I can’t really blame them. And that was hard for me as the IT guy that’s providing the solution - it wasn’t user friendly. We’re a big family here and everybody works really hard to make this a great company and for us to be successful. So, I feel a lot of pressure to provide the right systems to help our people do their job better,” continues Meyer.

Irrimax set out to find a solution to enable expected growth and provide automation, supply chain and financial accounting. “We thought wouldn’t it be nice if we could have everything under one roof in the Microsoft Dynamics family and have all

OVERVIEW

Software Solutions:

- Microsoft Dynamics 365 Business Central
- Microsoft Dynamics 365 Sales & Marketing
- Microsoft Power BI and Power Automate
- Microsoft Office 365

Challenges:

- Needed to replace QuickBooks for improved visibility and automation
- Enable growth and scale
- Replace manual, error-prone processes

Benefits:

- Improved productivity and visibility
- Improved Reporting
- Adhering to FDA regulatory requirements

Company Overview:

Irrimax Corporation is focused on reducing infections, healthcare costs and improving patient outcomes. Innovation Technologies, Inc., parent company to Irrimax Corporation, holds the rights to its US and worldwide patents.

Industry: Healthcare
Employees: 60+
Headquarters: Lawrenceville, GA
Annual Revenue: \$100M

the solutions working together,” queries Meyer. Having worked with Velosio in the past at previous positions, including rescuing a failed implementation, Meyer invited Velosio to demonstrate a best-fit solution for Irrimax. “I’ve probably done ten projects together with Velosio across CRM and ERP, and now a lot of reporting and analytics, a lot of Dataverse and Power Platform,” describes Meyer. “And I’m really proud and happy to say that we have a 100% success rate on all the projects that we’ve done together, which is pretty amazing to me. All our projects have come in on time and under budget. It’s a big part of the reason that my career has gone in a good direction,” continues Meyer.

Sales and Marketing Solution

Irrimax engaged with Velosio and first selected Microsoft Dynamics 365 Business Central to manage core accounting and supply chain management as a first step and were encouraged by the benefits received.

In Phase two, Irrimax implemented Microsoft Dynamics 365 Sales and Marketing to further its automation. Microsoft Dynamics 365 Sales would replace Veeva for an improved user experience and manage Irrimax’s two sales teams: direct sales and medical affairs, which is like pre-sales. Sales team members are not allowed to share clinical data as stated by the FDA unless they fill out a medical information request where the physician has specifically requested the data. Microsoft Dynamics 365 Sales was set up to automate the request process, which is then fulfilled by the medical affairs team. “You have to provide value to salespeople to get them to use the system,” says Meyer. “The value for us is being able to efficiently get that medical information request completed with the least amount of effort for them. So, the interface has to be very easy and friendly to use. The simpler, the better. So, we’ve really stripped out a lot of the fields that come out of the box and kind of boiled it down to just the bare necessities of what they need to enter, making sure it’s user friendly, and accessible from their phone or their iPad,” explains Meyer. Microsoft Dynamics 365 integration with Microsoft 365 is beneficial to Irrimax, especially when managing the medical affairs request. “When we email the information out to the prospect it’s coming right out of CRM. So, we can see a record of that email having been sent,” says Meyer.

Microsoft Dynamics 365 Sales helps Irrimax manage opportunities, received mainly from tradeshows. After an opportunity is entered into Dynamics 365 Sales and assigned to a rep, the marketing team receives feedback about qualification to determine which tradeshows are most successful. Irrimax will then use Microsoft Dynamics 365 Marketing to assign leads on specific journeys through the marketing process to keep in touch and move them towards becoming a customer. “Our vision with [Dynamics 365] Marketing is to build out the foundation with the core entities, leads and opportunities, contacts and accounts and then eventually in the next phase add AI and Microsoft Copilot to supercharge the system, gaining even more efficiencies and better results,” says Meyer.

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- David Meyer
VP of IT
Irrimax

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Power Platform

Irrimax is utilizing Power Platform in several ways. As an example, to aggregate sales data from 15 sales distributors, who each send over their sales data in different formats. “With Power BI, we’ve been able to aggregate all of that data together and then feed it to the reporting layer so that our executives can have visibility into what’s going on in the business,” says Meyer. “Through the use of Power Automate and Power BI, we’re able to not only cleanse the data but provide these metrics that we didn’t previously have or have the ability to provide because of the tools we were using,” says Charvaris Kinnibrew, director of IT for Irrimax.

In the future, Irrimax would like to use generative AI and provide predictive modeling so they can provide additional insights to its sales operations and answer those questions that they don’t know about customer data. “We’d like to see how our customers sales history is advancing over time,” says Kinnibrew.

Benefits

Irrimax is benefitting from an end-to-end solution which provides better productivity and visibility to key metrics in real-time. This used to be a 30-day lag on the old systems. User acceptance has been high across the organization. “Microsoft BC is very intuitive, user friendly and not hard for people to learn,” says Kafowski.

Irrimax is also experiencing:

- Better business insight and actionable data for important business decisions
- Improved user experience and adoption
- Cost savings from switching over from Veeva (Microsoft Dynamics 365 Sales is 1/3 the cost of Veeva)
- More flexible, scalable solution
- Streamlined marketing and sales process
- Sales request for medical information adheres to FDA guidelines
- End-to-end Supply Chain Management with better visibility into raw materials, finished goods, and costing
- Better leadership visibility into business health
- Supports accelerated business growth
- Improved inventory management
- Mobile, 24/7 access

“I didn’t feel much risk at all,” says Meyer. I’ve been around the track many times with, with the Microsoft Dynamics products and with Velosio helping me implement them. And so, I was very confident that we could take this one piece at a time and, you know, I had a good partner in Velosio to help me implement the different solutions and platforms. It’s been a big reason that we were able to grow from 5 million to 100 million here in four short years. And we’re ready for what’s next,” concludes Meyer.

 Discover how Velosio can help your business with Microsoft Dynamics 365 business applications.

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