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## SPIO Case Study



 **Hitachi Solutions**



## Orthotics Provider Experiences Faster Order Processing, Greater Insight into Business ROI with Hitachi Solutions Ecommerce

### Customer Profile

Working closely with physicians, orthotists, physical therapists, and other medical professionals, SPIO provides high-quality orthotic products that assist the wearer in body stability and balance, functional movement, and limb positioning and awareness.

### INDUSTRY

Apparel - Orthotics

### LOCATION

United States

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**Brad Shatto, General Manager, SPIO**

SPIO provides SPIO™ (Stabilizing Pressure Input Orthosis) products – dynamic compression systems made of patented, breathable, Lycrablend material with multi-directional stretch and high rebound factor. SPIO™ assists with stability and provides feedback through deep pressure and tactile stimulation. The unique compression ratios and design improve functional movement; limb and body position awareness; and general stability and balance.

### CHALLENGE

With schools, hospitals, and therapy centers in over 24 countries using SPIO products, SPIO needed an ecommerce solution that could easily scale with the company’s growth.

Crucial to this scalability was integration between the ecommerce site and the company’s core business systems – Microsoft Dynamics GP and Microsoft Dynamics CRM. “Our old system required lots of duplicated data entry on the customer service side, which was very time-consuming and left a lot of room for error,” said Brad Shatto, General Manager of SPIO.

For instance, when an order came in, a customer service representative would first enter the customer information into Dynamics CRM, and then push that account





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information into Dynamics GP, where the product details and credit card information would then be keyed in.

“The hardest part of our search was finding someone who provided an ecommerce solution that integrated with both Microsoft Dynamics CRM and Microsoft Dynamics GP, and was not so far out of our budget that we could not move forward,” said Shatto. “Hitachi Solutions’ experience with the software we needed to integrate with provided the greatest value for us.”

## **SOLUTION**

Hitachi Solutions Ecommerce’s seamless integration with Microsoft Dynamics GP and Microsoft Dynamics CRM provides SPIO a unified and cohesive way to track customer data.

For instance, one of the key Hitachi Solutions Ecommerce features that provide important tracking is the customer account. Before purchasing a SPIO product, a customer must first create an account by filling out a brief questionnaire with their contact information, including the relationship that the account owner has to the person who will be using the SPIO product.

Depending on what is selected, the form dynamically changes to include fields relevant to the relationship. For example, if a customer selects “Physical Therapist,” the form automatically includes a field asking for the customer’s place of employment. However, if a customer selects “Parent,” fields asking if a SPIO product was recommended to the customer, and for more details on the person who referred the product to the customer, appear on the form. “The ability to create a manufacturing work order directly from the data that Hitachi Solutions captures from the website is an important highlight,” said Sturdivant. “One set of data does not have to be keyed into the accounting system to process, and then re-keyed again into a manufacturing work order. All the data is captured on the front-end, and we can use that to generate both parts of the business – the accounting piece and the manufacturing piece.”

The information entered into the customer account flows into Microsoft Dynamics CRM, enabling SPIO to easily identify and track the medical professionals who are recommending SPIO products to their patients, which helps SPIO determine which marketing initiatives have been most effective at securing those referrals.

“We attend a number of conferences each year where we meet with therapists, orthotists, and other types of clinicians, and we also send out product samples to professional practitioners as well,” said Shatto. “The integration between Microsoft Dynamics CRM and our site’s customer account creation process allows us to calculate the return on our marketing investments.”







## WHY HITACHI SOLUTIONS?

Hitachi Solutions is one of the largest, most qualified and highly experienced Microsoft Dynamics consulting firms across the globe, capable of handling complex tier-one displacement projects. Our company's caliber of expertise and commitment to customers is evidenced through our consistent recognition from both Microsoft and industry analysts. Contact a Hitachi Solutions expert to discuss how our Microsoft Dynamics Solutions can help improve your productivity.

The SPIO site's integration with Microsoft Dynamics GP also ensures that up-to-date pricing and inventory are displayed on the product pages, and that orders placed on the site flow immediately into Dynamics GP for quick processing and fulfillment.

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## BENEFITS

### Revamped Look-and-Feel

With Hitachi Solutions Ecommerce providing a fresh, professional look-and-feel to the website, SPIO gains a valuable sales channel for engaging with customers. Prior to Hitachi Solutions Ecommerce, SPIO's site did not have the polish needed to inspire people to order online. "Before, I think people were reluctant to put their information into the website, so more orders came over the phone," said Shatto. "But the advantage of having a professional website added more credibility to our products, and people became more willing to order over the website."

### Improved Customer Shopping Experience

On SPIO's website, customers are able to reference important resources that provide more information on SPIO products. Posting videos on the website has been especially helpful in sharing important information in an easily understandable way. "Videos are really important for us because they help parents who are ordering to easily understand the measurements," said Shatto.

### User-Friendly Interface

Finding an ecommerce system that was easy-to-use was an important consideration in SPIO's ecommerce search. "The backend of the website was important to us too because we do a lot of our own maintenance and changes internally," said Shatto. "Hitachi Solutions Ecommerce has a user-friendly interface that makes it easy for people of different experience levels to work in."

