



# Profile: Coretech Holdings

“In a short period of time, we grew the top line sales by 5% using Exact Software’s solutions. It was like having a new salesman. We are now growing business by having a more efficient sales force.”

Coretech Holdings, LLC, based in St. Louis, Missouri, manufactures specialized instrumentation products for life science and biotechnology research and clinical applications. Founded in 1998, the company has grown from two employees with a single product to a worldwide organization with over 900 specialized precision tools and equipment used for laboratory research and clinical diagnosis.

Coretech’s customer base includes researchers from laboratories at the world’s top hospitals and universities, who require precise instrumentation for procedures such as biopsies and electro physiological diagnostics on lab animals.

Dealing with M.D.- and Ph.D.- level customers who needed to determine their equipment requirements prior to submitting a grant proposal, Coretech developed a Web initiative to help researchers build a complete virtual neurology lab. The site was designed with a picture library to allow customers the ability not only to design an entire lab on the Website, but also to view application notes, streaming video and generate a quote of what that specific layout would cost. The site, called “myNeuroLab.com”, was named one of the top five “Killer Apps” in Inc. Magazine’s Fourth Annual Inc. Web Awards in 2002.

## Exact Macola ES Served as a Perfect Solution to Streamline Business Processes for the Growing Business

In 2000, prior to the Website’s introduction, Coretech’s two-person sales staff served approximately 50 customers per week and generated annual sales of \$1.2 million. With the success of its branded Website, Coretech’s annual growth rate, now serves 1,500 prospective customers per week through three



### Business Issue

Web-based business out grew IT infrastructure of legacy systems and desktop applications. No efficient tracking of shipping information.

### Impact

Dramatic business growth coupled with disparate systems cost the company a large amount in administrative time and caused distractions away from sales and customer needs.

### Solution

Exact Macola ES and Exact Event Manager provided Coretech Holdings with a flexible infrastructure that allowed it to streamline business processes and dramatically save in administrative time.

### Results

- Administrative time savings due to streamlined business processes.
- Necessary tie-in with SQL server Microsoft platforms allowed for automatic updates
- Multiple data views into customer and critical business information.
- Tracking capability with automatic views into shipping information





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Websites. With this marked growth, Coretech was quickly outgrowing its three separate legacy systems and desktop applications such as PeachTree and Excel for all of its business processes. In addition, these disparate systems were costing the company a large amount in administrative time.

Coretech decided it was time to seek an alternative system to streamline its customer service and overall business

“We wanted to find an ERP system that could work with our SQL server, Microsoft platforms and legacy systems already in place. We saw that with Exact Macola ES we could achieve this goal.”—Doug Martin, president of Coretech.

processes and have a flexible structure for the company’s continued growth. In 2003, CEO Doug Martin contacted his local Exact Business Partner who in turn introduced Coretech to Exact Macola ES®, an ERP solution targeted at North American mid-market companies with manufacturing and distribution components.

“We talked about the growth problems Coretech was experiencing with the data spread out on separate systems,” said Doug. “We also discussed the long-term vision of Coretech. Through our conversations, Macola ES was presented as a solution to our immediate problems while also setting the stage for our future business needs.”

Since Coretech’s business architecture has built Web strategies into its foundations, Exact Macola ES provides the necessary tie-ins with SQL so that when Macola ES is updated, their website is automatically updated. Coretech is able to set up links to connect all of the products and costing segments and to add appropriate exchange rates.

**Shortly after Coretech made the switch to Macola ES, the company experienced a 35% savings in administrative time alone.**

Macola ES provides Coretech with unparalleled flexibility in viewing its data. Coretech can view data in multiple ways, looking at it through various screens and searches and creating different “dives” into the data. Macola ES’s tracking capability with automatic views into shipping information has been a huge asset as well. Coretech automates the updating of customer information and maintains a window into stock overviews to easily check levels at any time.

Beyond Exact Macola ES, Coretech views the availability of add-on products such as Exact Event Manager, the business activity monitoring solution, as a big selling point. With Exact Event Manager, Coretech enjoys benefits such as:

- Automated and streamlined processes
- Better focus on sales and customers
- Instant read-outs of the sales at the end of the day
- Accurate information to key personnel
- Elimination of manual tasks and human error

Overall, Coretech now has a better ability to control its own business and as a result, better serve its customers.

**For more information about Exact Software™, please call your business partner or account representative today or visit [www.exactamerica.com](http://www.exactamerica.com).**

