

# OmniVue Client Case Study



## MedAssets Purchased Microsoft Dynamics SL For Less Than The Cost Of A Single Year's Maintenance Of Their Former System

- **Tremendous cost savings recognized**
- **Greater time efficiencies and fewer errors**
- **Significant improvements to key business functions**

MedAssets, located in metro Atlanta, Georgia, improves hospitals' and other healthcare providers' margin and cash flow through revenue cycle and supply chain initiatives as well as decision support technology and services. As a strategic business partner, MedAssets can replace multiple vendors and decrease supply costs by 3-10% and increase net patient revenue by 1-3%.

MedAssets counts many of the premier healthcare providers in the nation as its clients and is rapidly gaining market share, now serving more than 22,000 healthcare providers nationwide through its revenue cycle, supply chain, decision support and clinical consulting operations.

### Challenge

As MedAssets acquired more companies and grew its revenues, certain business functions now being performed across five subsidiaries in offices in six different states, and employees nationwide, became extremely difficult and costly. Billing, revenue recognition, reporting, utilization and resource management, and purchasing all suffered under the Oracle-based IT system the company employed. "The product wasn't easy to implement," recalls MedAssets Sr Vice President of Finance Scott Gressett. "We had six different modules for just a basic installation and were using outside consultants to support it. Then we were looking at a costly forced upgrade just to retain what we already had."

## Overview

### Industry

Professional Services  
Healthcare

### Customer Profile

Located in metro Atlanta, improves hospitals' and other healthcare providers' margin and cash flow through revenue cycle and supply chain initiatives.

### Business Situation

As MedAssets acquired more companies and grew its revenues, certain business functions became extremely difficult and costly.

### Solution

MedAssets realized the value of Microsoft Dynamics SL to meet its specific needs relating to reporting, task and subtask, complex project organization and important analytics.

### Benefits

Automated end-to-end solution; increased the efficiency with which transactions are accounted for; created capability for implementing procedures to comply with Sarbanes-Oxley requirements.

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“OMNIVUE DIDN'T POUND A SQUARE PEG INTO A ROUND HOLE. THEY DIDN'T COME IN AND SAY 'HERE'S WHAT YOU HAVE TO GO WITH... LET US KNOW IF YOU LIKE IT.' THEY DIAGNOSED OUR BUSINESS, THEY OUTLINED OUR DATA FLOW. ALL DONE TO UNDERSTAND OUR COMPANY AND THEY DID THIS WITHOUT US SHELLING OUT A PENNY.”

--Scott Gressett, Senior Vice President of Finance, MedAssets

MedAssets sought a better way to integrate its accounting and operational systems and a solution to share time-and-expense information with its outside payroll provider, instead of the existing method of collecting this data through a special application provided by the payroll firm. A final objective was to implement a requisition process in conjunction with the implementation of a new ERP solution.

MedAssets initially felt strongly that the Microsoft Dynamics GP (Great Plains) solution was its best approach. When it called on OmniVue, a Microsoft Certified Partner in Alpharetta that was very experienced in implementing Dynamics GP, Omnivue insisted on collaborating with MedAssets to ensure it was selecting the right technology for its specific needs. The Omnivue analysis discovered a number of needs that MedAssets had not yet considered and that it was not obtaining from its current system:

- Because MedAssets sells the services of one entity through another, with most customer and vendor data shared between them, the company would benefit considerably from a single database serving multiple companies.
- MedAssets used many operational systems that, with customization, could be integrated to supply invoices, vouchers and journal entries to the appropriate modules of an ERP system.
- Project accounting would be the single most beneficial function in the ERP solution for MedAssets. The company would use project accounting for both internal and external projects, improving revenue recognition and client billing processes. Its method of computing the percentage of

completion of a project based on meeting certain levels of client savings was not currently handled by any of its operational systems, but could be managed by a new ERP system.

- MedAssets also needed an integrated solution to tie operational, financial and sales information into a routine budget and monthly forecast for better business intelligence.
- A goal for the new ERP implementation should be the seamless integration of the company's many operational systems and the ERP system and easy access to operational and financial data for decision-making. MedAssets also wanted to conduct trend analysis that factored in outside influences on its business that were not currently contained in their operational or financial data.

## Solution

Considering this wide range of requirements, OmniVue recommended that Microsoft Dynamics SL (Solomon) would be a better solution for MedAssets than Dynamics GP because of SL's focus on project-based businesses and companies that need to integrate multiple systems. After the OmniVue analysis, MedAssets realized the value of SL in this instance to meet its specific needs relating to reporting, task and subtask, complex project organization and important analytics.

“OmniVue didn't pound a square peg into a round hole,” recalled MedAssets Sr Vice President of Finance Scott Gressett. “Their approach wasn't to say, 'Here's our only product offering; let us make it fit your business.' Instead, they diagnosed our business and outlined our data flow. This was all done to understand our business, and they did this at zero cost.”



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“OUR MICROSOFT DYNAMICS-SL SOLUTION HAS THE KIND OF FUNCTIONALITY YOU’D SEE IN A MUCH MORE ELABORATE, TIER-ONE SYSTEM; BUT WITH A MID-TIER TOTAL COST OF OWNERSHIP.”

--Scott Gressett, Senior Vice President of Finance, MedAssets

To provide the scope of improvements appropriate for MedAssets, OmniVue implemented Microsoft Dynamics SL 5.5 as well as Microsoft CRM 1.2 for customer relationship management that gave much greater visibility into financial data. An array of modules was integrated into the SL ERP technology, including FRx Forecaster for budgeting; a comprehensive accounting package; purchasing software; technology for multi-company capabilities; time-and-expense programs for projects that could be used by the workforce; and other targeted elements to track, report, forecast and maintain operations.

## Results

Cost savings for MedAssets were direct and dramatic. “The cost to upgrade Oracle would have been greater than the cost of the fully implemented customized Solomon system,” Gressett commented. The company was able to eliminate three Oracle database and financial consultants from its budget.

By implementing a portal for Web-based time-and-expense tracking, replacing its previous paper-based methods, MedAssets was able to push this work out to the field, saving hours that previously had been consumed by duplication of entries and error corrections. “When our field people enter information in their expense reports now, they’re actually creating the accounting entries we used to do in the system” Gressett says.

Moreover, he affirms, “Data entry is a breeze. In the Oracle application itself, we couldn’t pull information directly to Excel—it had to be exported first to a text file, then imported to Excel and then formatted. With Dynamics SL, data goes directly into Excel and is already

formatted. The compatibility of Dynamics SL with Excel is a tremendous advantage.”

The project-accounting capability of Dynamics SL has become especially important to MedAssets. “Previously, only accountants had access to project-based data,” Gressett explains. “Now we have the ability to look at the detail for each project. Our people have online visibility into the finances of their projects.”

The Dynamics SL solution delivered on its promises to:

- Provide an automated end-to-end solution that allows data to flow through sales, operations and accounting to financial statements
- Increase the efficiency with which MedAssets’ complex and unusual types of transactions are accounted for and make this information available for decision-making
- Automate data for the management and accounting of project-based operations both inside the company and with customers
- Provide a capability for implementing procedures to comply with Sarbanes-Oxley requirements.

A more intangible result reported by MedAssets was that everyone touching the system now has a better feel for the financial implications of their work than they ever had before.

“We recognized huge cost savings as a result of implementing Microsoft Dynamics SL,” Gressett reports. “Dynamics SL rivals the functionality of a tier-one package, if not exceeds it on a practical basis.”

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