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## OTT, Inc.

# Customer Solution Case Study

**Customer:** Salon Innovations

**Web Site:** www. saloninnovations.com

**Company Size:** 42

**Country:** USA

**Industry:** Distribution

### Company Profile

Salon Innovations is the exclusive wholesale distributor of hair care products for Great Clips hair salons. Product lines include Matrix, Crew, and Great Clips Private Label. Each line offers multiple categories of products that range from shampoos, conditioners, and perms to gels, sprays, and kits. Salon Innovations is privately held and serve more than 2600 Great Clips salons.

### Software and Services

- Microsoft Dynamics GP
  - General Ledger/FRx
  - Payables Management
  - Receivables Management
  - Inventory
  - Purchase Order Processing
  - Sales Order Processing
  - Bank Reconciliation
  - Modifier
  - Multicurrency
  - Integration Manager
  - National Accounts
  - MS SQL
  - Crystal Reports
- Nodus Technologies
  - Credit Card Advantage
- Rockton Software
  - Crystal Integrator
- Citrix



*Salon Innovations is the exclusive wholesale distributor of hair care products for Great Clips hair salons. Privately held, they are headquartered in Minneapolis and operate two remote warehouses in Utah and Georgia. Currently they serve more than 2600 Great Clips salons and generate more than \$26 million in sales annually. Product lines include Matrix, Crew, and Great Clips Private Label. Each line offers multiple categories of products that range from shampoos, conditioners, and perms to gels, sprays, and kits.*

### The Need to Manage Information

Salon Innovation’s previous accounting system was an aging MAS200 that had reached the end of its useful performance. Batch invoicing every two to three hours produced a significant drain on their system and resources. It became increasingly important that their process time be reduced while, at the same time, streamlining their operations for improved information, automation, decision-making, accuracy, and efficiency. Specifically, Salon Innovations was in need of inventory management, multi-bin tracking, enhanced speed and accuracy, at-a-glance screen views, streamlining of recurring orders and order processing, automated business alerts notifying Purchasing Department of critical inventory levels, automated print tickets, and real-time or batch credit card processing. Additional desirables included automated order shipping, barcode tracking, and online ordering.

### Business Solution

Salon Innovations determined that the Microsoft Dynamics GP system offered the most robust scalable solution for their needs. Phase One implementation included General Ledger/FRx, Payables Management, Receivables Management, Inventory, Purchase Order Processing, Sales Order Processing, Bank Reconciliation, Modifier, Multicurrency, Integration Manager, and Microsoft SQL Server 2000. National Accounts was also purchased to help them sort and track invoice activity across multiple locations. V-Technologies was implemented to allow them to transfer UPS shipping information into the Dynamics application.

## Microsoft Partner

- Gold Enterprise Resource Planning
- Silver Customer Relationship Management
- Silver Portals and Collaboration
- Silver Business Intelligence
- Silver Midmarket Solution Provider

## Benefits and Results

Microsoft Dynamics GP has increased Salon Innovations' efficiency, allowed them to integrate their operations, improved inventory tracking and accuracy, streamlined purchase and sales order processing, generated cost savings, saved them time, and facilitated Salon Innovation's growth as an industry leader.

## The Results

Initial implementation of Microsoft Dynamics GP with associated modules was successfully tested and implemented in 60 days. According to Sam Hanson, Finance Manager at Salon Innovations, "Our new system has increased efficiency, allowed us to integrate our operations, improved inventory tracking and accuracy, streamlined purchase and sales order processing, generated cost savings, saved time, and facilitated Salon Innovation's growth into an industry leader."

Business operations were not interrupted with going live, and on the first day over 300 orders were processed. Month-end processing used to take six to eight hours and required users to be out of the system. Today, month-end close is a non-event, they have added 900 customers since going live on Microsoft Dynamics GP in 2003, and orders are processed twice as fast. Despite the customer and sales growth, Salon Innovations have not added any customer service representatives since going live in 2003.

By leveraging Nodus Credit Card Advantage, they are able to save 10 hours per week; accounting no longer has to manually apply cash receipts and maintain a separate credit card solution.

Hanson added, "The ease of administration of Microsoft Dynamics GP, its collaborative environment for information management, and OTT, Inc.'s commitment to helping Salon Innovations succeed has fueled that growth."