

# Creating Customers for Life.™



*"GoldMine is great software. The more that I learn about it, the more I love it. We are continuing to learn more about GoldMine's functionality and are looking forward to implementing new features to improve the efficiency of the company."*  
**-Michael Jackson, Information Services Manager**

**Company Profile:** BioHorizons Implant Systems, Inc. ([www.biohorizons.com](http://www.biohorizons.com)), located in Birmingham, AL, was founded in the early 1990's as a vehicle to commercialize a new dental implant system as well as other types of skeletal implants. The flagship dental implant line was developed by the company founders, Dr. Martha Bidez and Dr. Carl Misch. As a biomedical engineer, Dr. Bidez has been a pioneer in the field of dental biomechanics. Dr. Misch is considered the world's leading authority on clinical implant dentistry. Today, the company is re-defining conventional implant dentistry by designing products intended to simplify implant placement and to make treatment planning easier. BioHorizons wants everyone who has the need for a dental implant to be able to afford one, so a constant dedication to increasing quality without increasing cost is one of BioHorizons' key commitments as a company.

**Business Need and GoldMine Solution:** When Michael Jackson started working with BioHorizons, the company was using ACT! to manage their customers. BioHorizons realized that as they grew, ACT! would no longer be able to meet their needs. BioHorizons' management team began evaluating alternatives and quickly came to the conclusion that GoldMine could not only meet their current needs, but would continue to meet their needs in the future. In addition, they found GoldMine to be very reasonably priced when compared to some of the enterprise packages such as Pivotal Software. They were also impressed with the number of add-on products that GoldMine had available, including a link to their own accounting software, Great Plains Dynamics.

BioHorizons hired GoldMine Solutions Partner Saunders Business Solutions to install GoldMine 2.5a for Windows two years ago and have since upgraded to GoldMine 4.0.

The link to Great Plains was key in BioHorizons' decision to upgrade to GoldMine 4.0. "By integrating Dynamics and GoldMine and rolling it out to our sales force, we were introducing to them a 'total' sales force automation program," states Jackson.

Jackson explored many options for linking Dynamics to GoldMine. His Great Plains' Value Added Reseller (VAR), L. Kianoff and Associates referred him to Virtual Data

**Company:**  
BioHorizons

**Industry:**  
Manufacturing

**Contact:**  
Michael Jackson  
Info. Services Manager

**Business Benefit:**  
"With GoldMine, I can write reports that give us a lot more flexibility and provide us with the power to track our sales. Our Vice President of Sales is just ecstatic about the capability of these reports."

**Add-On Products:**  
FaxRush

**Solutions Partner:**  
Saunders Business Solutions  
Virtual Data Corp.



Corporation ([www.virtualdatacorp.com](http://www.virtualdatacorp.com)), which is the developer of Covalence. Covalence is an application that provides complete integration between the Standard and Enterprise versions of GoldMine 4.0 and all versions of Dynamics 4.0 & 5.0 and Dynamics C/S+ 4.0 & 5.0. Jackson was impressed with Covalence's ability to provide GoldMine users with a comprehensive view of their customers' sales and financial data.

With the Covalence link to Dynamics, everyone in the company, except accounting, is using GoldMine as their front-end to access customer data. Today, Jackson can pull in customer information from Dynamics and run a report on it out of GoldMine. "GoldMine's reporting tools have allowed us to keep executive management up-to-date on client sales," says Jackson. "Now that we have Covalence installed, we can pull out the reports that management really wants." Sales reps are able to run reports detailing how many products were sold and how many of the customers were repeat buyers vs. new customers. They also have reports, which reveal doctors' buying patterns. This information enables BioHorizons' sales people to better serve their clients' needs. "With GoldMine, I can write reports that give us a lot more flexibility and provide us with the power to track our sales," says Jackson. "Our Vice President of Sales is just ecstatic about the capability of these reports."

BioHorizons uses GoldMine to track all of their customer interactions. The Customer Care department keeps track of all phone calls, faxes, and shipping information within GoldMine. "We are using it for our whole front-end," says Jackson. "It is basically in-house sales force automation. GoldMine allows us to track all transactions and to have one place where we can view what has happened with a contact."

BioHorizons utilizes GoldMine's Organizational Chart to track contacts that are related to one another. For example, there are many dental labs and dental schools that have numerous dentists associated with them. By linking these dentists in the Organizational Chart, BioHorizons' employees can quickly access individual dentist's contact records. "The more we learn about GoldMine, the more it is doing for us," says Jackson.

BioHorizons is using GoldMine add-on product, FaxRush by Z-Firm ([www.faxrush.com](http://www.faxrush.com)) to handle all of their faxing needs. FaxRush is used to fax their monthly newsletter, BioVisions, to all of their customers, updating them on happenings in the biomedical field. In addition to being a goodwill vehicle, BioVisions generates a lot of revenue for BioHorizons, by introducing new products and technology. It was important for BioHorizons to maximize their profits by eliminating the sending of duplicate faxes, which was also an irritant to some of their clients. "Before, we were using a combination of ACT! and WinFax Pro, which was not very robust or reliable," says Jackson. "Many

times, doctors would get two or more copies of a fax, which didn't look very professional." Jackson is very impressed with FaxRush. "It works beautifully," says Jackson. "FaxRush has made us more efficient and more professional." As their customer base grows and the faxing process takes longer and longer, Jackson is planning to start faxing out through multiple lines. "With FaxRush and GoldMine, it will work perfectly," says Jackson.

"GoldMine is great software. The more that I learn about it, the more I love it," says Jackson. "We are continuing to learn more about GoldMine's functionality and are looking forward to implementing new features to improve the efficiency of the company."