

Client: ERBE USA, Inc.

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**Implementation Partner:
Exerve, Inc**

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**Solution:
SouthWare Excellence
Series™, including Netlink™
and TaskWise™**

**SouthWare Helps High-end Surgical Equipment Supplier
Operate in the U.S. Market.**

“We’ve grown from zero dollars to a nearly \$50,000,000 company and our SouthWare system was able to grow with us.”

Uschi Bulger
Senior Vice President of
Operations, ERBE USA

Background

ERBE USA sells, services, and distributes a wide range of electrosurgery devices, including Electrosurgical Generators, Argon Plasma Coagulation Units, Cryosurgery Units, Lavage Pumps, and the latest in Water-Jet Cutting Technology. A subsidiary of the 160-year-old ERBE Elektromedizin, GmbH, ERBE USA was established in Marietta, Georgia in 1992 to service top Gastrointestinal and Operating Room professionals across the U.S. and Canada.

ERBE USA draws on the extensive research, development, and production resources of their parent company; however, they provide their own distribution as well as technical service and customer service to customers in North America. This ensures that ERBE’s U.S. and Canadian customers receive the same level of response and product availability offered to customers worldwide.

Challenge

When ERBE expanded to the U.S. 16 years ago, this new company first worked inside a business incubator facility, which used the SouthWare Excellence Series™. The incubator facility chose SouthWare because it was powerful enough to ease clients’ entry into this new market and flexible enough to support their unique and differing needs. In this experimental environment, ERBE had the opportunity to give SouthWare a try before committing to it.

Process

In 1993, ERBE USA left the nest of the incubator facility. Because SouthWare seemed a perfect fit for their company in that environment, ERBE continued to use this software once they were on their own. As a result of choosing SouthWare to handle their financial and business management operations, they had immediate access to all of their critical data—from day one of business! Implementation was also effortless—SouthWare partner Exerve helped them procure a new server and in just 24 hours, they were up and running! Since then, ERBE USA keeps their system performing at the highest level by applying the latest program revisions every two years.

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Details

In less than two decades, ERBE USA has gone from zero sales to nearly \$50,000,000 and from one employee to more than 100 team members. The SouthWare Excellence Series™ has been able to keep up not only with this dramatic growth but also with the company's ever-changing lineup of products and functionality requirements. No small feat!

Because ERBE is in the medical technology business, demonstration equipment represents a huge potential liability for the company. At all times, they must know the whereabouts and condition of each piece of their equipment. Working through SouthWare partner Exerve, ERBE commissioned a custom module to track every move their equipment makes. This Equipment Tracking module protects their more than \$5,000,000 investment in demonstration equipment.

Also integral to ERBE's operations is the NetLink™ module, which provides their 50 sales reps with a pipeline to customer information, including status of open orders, customers on credit hold, and even customer service issues. TaskWise™ keeps everyone on task by automatically triggering actions, such as customer training when equipment is ordered, updates to the Regulatory Body, as well as keeping track of returns and service issues. ERBE's technical service department uses SouthWare's Service Management Series to keep track of issues such as service orders and customer equipment profiles, including equipment software version and configured module options. In addition, SouthWare's Contract Management module controls service order charges and annual contract billings.

Summary

ERBE USA couldn't be more satisfied with the SouthWare Excellence Series™. They give credit in equal parts to the software itself and Exerve, SouthWare's implementation partner, who ensures that the software's functionality keeps pace with their growing company. Even their German parent company recognizes the value and adaptability of this powerful partnership. As a result, ERBE USA hasn't been required to convert to their parent company's accounting and financial management information system—in itself, a huge savings of time and money for the U.S. company!

Key Benefits the SouthWare Excellence Series™ delivered to ERBE USA

- Adapts to ERBE's growing—and evolving—needs
- Keeps pace with the changing technology
- Gives sales reps in the field easy access to customer information (NetLink™)
- Keeps everyone—from sales reps to technical staff—on task and on schedule (TaskWise™)
- Helps ERBE USA maintain a vital connection with their German parent company by allowing data to be exported
- Effectively manages loaner equipment through a module custom-programmed for their company