

Health Sciences Investment Firm  
Gains Operational Perspective From  
SAP Business One<sup>®</sup> Cloud powered  
by Amazon Web Services



# ABOUT



CROCKER  
VENTURES



## Company

**Name:**

Crocker Ventures

**Location:**

Salt Lake City, Utah

**Industry:**

Life sciences and healthcare investment

**Products:**

Spine Orthopedics, TMJ, and orthognathic devices

**Implemented Modules:**

Accounting, inventory, manufacturing, & production

**Visit them at**

[www.crockerventures.com](http://www.crockerventures.com)

## Challenges

- No accounting compliance
- 3 strategic businesses weren't integrated
- Not enough inventory visibility

## Why SAP Business One Cloud

- Cloud option allows anytime, anywhere data access
- Consolidated accounting applications
- Scalable and flexible for growth

## Benefits

- Achieved accounting compliance
- Reduced duplicate data entry
- Improved inventory tracking

## Why Vision33

- Largest global partner for SAP Business One®
- Industry-Leading customer support program
- More affordable than other vendors



*Logging in faster saves so much time. Everyone saves five seconds every couple of minutes. It really adds up."*

*Alan Hauley, Finance & Accounting manager at Crocker Ventures*



*Crocker Ventures, a privately held investment firm that funds promising early-stage life sciences companies, understands that continually investing in new technology is critical for healthcare breakthroughs.*

*When it was time to invest in new business software, Crocker Ventures chose SAP Business One.*

*Working with Vision33, Crocker Ventures realized that migrating to the cloud would offer its subsidiaries better operational perspectives to achieve their growth potential.*

Crocker Ventures uses its freedom to invest independently, without partner timeline or expectation constraints, to focus on investing in science areas like biotechnology, pharmaceuticals, medical devices, drug delivery, and diagnostics.

With 30-plus years of experience in organizational development, Crocker Ventures's targeted portfolio of companies has led to long-term profitability for both the entrepreneurs and the investor.

Take, for example, the backbone of its operating portfolio: the Nexus Orthopedics group. Each business in this group of subsidiaries develops technology for spinal injuries, from research and development to proprietary systems to medical device manufacturing.



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*Alan Hauley, Finance & Accounting manager at Crocker Ventures*

## Significant growth potential

Crocker Ventures was using a small business accounting application that lacked critical features and hindered the company's ability to meet industry compliance for medical device inventory tracking. "When it came to tracking inventory with our previous accounting application, we couldn't do batch or serial numbers, which are critical in the medical device industry," says Alan Hauley, Finance and Accounting manager at Nexus Orthopedics. "If you have a complicated chart of accounts like we did, accounting software doesn't work very well."

After building a strong competency in the spinal injury product category, Crocker Ventures realized it needed a more connected business solution to offer operational expertise to its subsidiary group.

Crocker Ventures chose SAP Business One because of the software's ability to easily share information about its subsidiaries with its accounting department.



# Investing in a business management solution

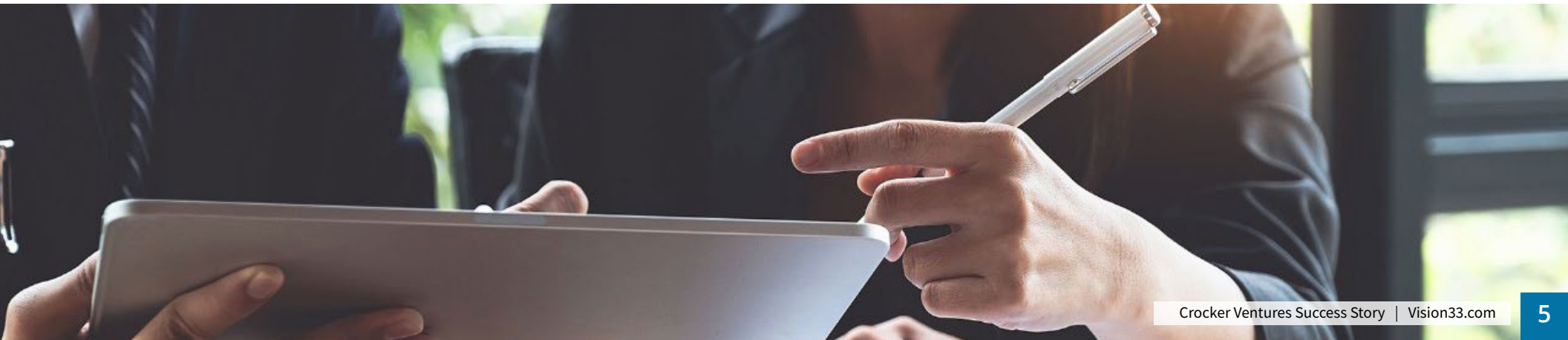
“We chose SAP Business One because we needed inventory tracking, production orders, and manufacturing capabilities,” explains Hauley.

With SAP Business One, Nexus Orthopedics could better support manufacturing in its medical device division. “We also have audit trail capabilities and greater user control over the system, where any user can delete or modify entries,” added Hauley.



*We chose SAP Business One because we needed inventory tracking production orders and manufacturing capabilities.”*

*Alan Hauley, Finance & Accounting manager at Crocker Ventures*





# Faster access to business data with SAP Business One Cloud

Working with Vision33, an AWS Partner Network (APN) Consulting Partner, Crocker Ventures chose to host SAP Business One in the cloud. This simplified IT, gave the company a lower total cost of ownership (TCO), and boosted performance.

The biggest challenge was database accuracy. “We had to manually print copies of our accounting system file and then import changes into the system onsite. There were a lot of database errors,” explains Hauley. But with SAP Business One Cloud, Nexus Orthopedics has remote access to accounting information on a secure cloud platform.

“On our old server, we had to go into the hosted environment using a virtual private network (VPN) remote desktop environment, then open SAP Business One,” explains Hauley. “With AWS, there aren’t as many bridges to cross to access SAP Business One—it’s right there in a window on your desktop.”

SAP Business One Cloud provides high server uptime and efficient service delivery. “Logging in faster saves so much time,” says Hauley. “Everyone saves five seconds every couple of minutes. It really adds up.”

“*With AWS, there aren’t as many bridges to cross to access SAP Business One—it’s right there in a window on your desktop.*”

*Alan Hauley, Finance & Accounting manager at Crocker Ventures*



## Joint operations

Because of its partnership with Vision33, Nexus Orthopedics has access to TOTAL Care, a world-class customer support program, and consultants with decades of experience.

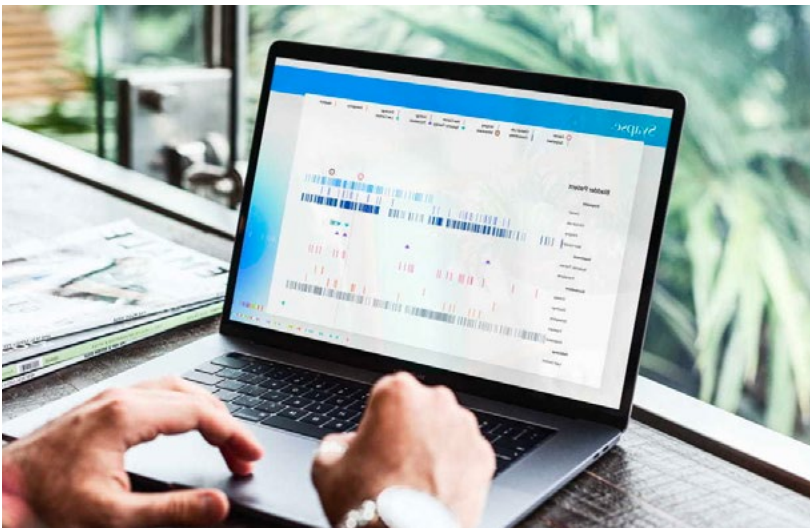
With a Vision33 office near its headquarters in Salt Lake City, Utah, Nexus Orthopedics employees received in-person training on using SAP Business One for maximum efficiency.

Hauley notes, "We chose Vision33 as our partner because the consultants had such a high level of customer service. And its strategic partnership with AWS ensured that remote cloud-based access met our needs for speed, efficiency, and productivity."

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## Identifying more opportunities

The benefits experienced by Crocker Ventures's subsidiary Nexus Orthopedics extend to the customer. "SAP Business One maintains secure billing, which has improved customer satisfaction," says Hauley.

As a holding company, Crocker Ventures also sees how SAP Business One can benefit its other fast-growing businesses by providing insight into operations with a single affordable solution.

"We saved money by deploying SAP Business One Cloud, and we have access to a better, faster server and more storage," concludes Hauley.





Vision33 transforms business processes and results for customers by delivering value through the promise of technology and its benefits for growing businesses. For over 30 years, Vision33 has helped companies integrate and automate their business processes and applications to better serve their customers, employees, and stakeholders. The technologies may have changed drastically in 30 years, but Vision33's mission has never wavered.

With over 1,000 customers worldwide, Vision33 helps manufacturers, distributors, service firms, and SaaS businesses outperform their competition and lead their industries with successful technology investments.

With nearly 500 employees, Vision33 offers product expertise, business experience, and innovative technology leadership. Whether a global company with 100 subsidiaries or a small business, Vision33 works alongside every customer to meet their goals.

Vision33 also has formal partnerships to resell, implement, and support leading ERP applications, is a leader in cloud deployment, and has developed exclusive products, including Saltbox ([saltbox.io](http://saltbox.io)) and iDocuments ([idocuments.io](http://idocuments.io)).

*For more information about Vision33, visit [www.vision33.com](http://www.vision33.com).*

**Contact your nearest Vision33 sales office to discuss how we can help transform your business.**

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