



ABOUT PROMYS

GeNUIT's PROMYS is a process-centric e-CRM/ERP/Service Management Suite that addresses the unique needs and business objectives of companies that sell, implement and support solutions involving serialized inventory.

ABOUT ACR



ACR is a leading provider of information technology products and services. Serving clients in New York, New Jersey and Pennsylvania, ACR designs and integrates unique hardware and software solutions to organize and protect information, improve its clients' IT infrastructure and empower its clients' business to grow and succeed. Leveraging strategic partnerships and alliances, ACR provides manageable, scalable and cost effective systems and services. ACR prides itself on providing the best customer support in its area.

ATRION COMMUNICATIONS RESOURCES (ACR)

THE CHALLENGE

ACR's success is derived from its client-centric approach and excellent sales and support. ACR is part of a fast paced, highly competitive industry. To stay on top, ACR needed to be innovative and adaptive. ACR's previous method of tracking business management was based on three separate software packages: CCI, Goldmine and Tiger-Paw. The three packages were limited in their interoperability and did not provide the seamless business management integration that ACR needed.

THE SOLUTION

After a thorough review of their business requirements, ACR decided to implement a total business management solution that was based on the PROMYS software product with integration to a Dynamics (formerly Great Plains Software) back office financial package.

THE RESULTS

Since implementing PROMYS, Pat Grillo, president and CEO of ACR, has seen a dramatic improvement in terms of ACR's ability to track sales and business management functions.

The following are some of Pat's comments about PROMYS:

"ACR's ability to track business management improved 50% by using PROMYS."

"GeNUIT really listens to its customers."

"It is important to show our customers added value. A good business management system can help demonstrate that to our customers."

"Promys helps me feel connected with the sales force and all of ACR's clients. I like that I can see every detail related to a sale, right down to who called the client and thanked them for their order."

"With PROMYS, I am confident that any quote that has been sent to a client has approved pricing."

"At ACR we believe it is our responsibility to ensure clients are always aware of support options. PROMYS helps ensure that all support renewals are tracked and presented to the clients in a timely fashion."