

Endoscopy UK Ltd.

www.endoscopyuk.com



At A Glance:

- **Company:** Endoscopy UK Ltd.
- **Location:** Gloucestershire, UK
- **Industry:** Life Sciences, Wholesale and Distribution
- **Challenges:**
 - Rapid growth created numerous manual processes
 - Unable to successfully blend accounting, sales, and service operations in a single system
 - Unstructured sales processes left numerous opportunity gaps
- **Software switch from:** Sage Line 50, Accounting Office
- **Results with NetSuite:**
 - Saving tens of thousands of pounds through better utilisation of loan equipment
 - Improved cash flow visibility and planning
 - Formalised front-office and back-office processes across the board



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— Keith Davis, Finance Director
Endoscopy UK Ltd.

The Results:

Endoscopy UK switched its accounting and service operations to NetSuite, realising immediate benefits in organisational awareness and service effectiveness. “We are anticipating reducing our service costs in the region of 15 to 20 percent by installing the NetSuite system, which is important to our capacity in a growing market—that’s an extra 15 to 20 percent service capacity,” says Keith Davis, Finance Director.

NetSuite is also helping the company better manage its opportunities, supporting a steady double-digit revenue growth rate, and is minimising service costs by tightening controls and improving return rates of loaner equipment. “We have several hundred pieces of loan equipment and one may go to forty hospitals per year. When each piece of loan equipment costs us tens of thousand of pounds, utilisation is important.” Now, a return reminder is sent at the same time the hospital’s original, repaired equipment is shipped to the site, improving the velocity of the loaner gear.

By improving visibility into all phases of the customer lifecycle, Endoscopy has gained a significant amount of breathing room for its decision-making and is nowhere near expanding. “Realistically, we’re probably 30 days ahead in managing the business now. As far as we can see, NetSuite is infinitely flexible.”

The Challenges:

A distributor and service contractor for sophisticated medical equipment, Endoscopy UK found the demands of hundreds of British hospitals outstripping the capabilities of its older enterprise systems. As a result, the company was saddled with inefficient islands of information and pen-and-paper processes. After two attempts, Endoscopy UK had failed to find an accounting system that could both track its products by serial number and still provide robust financial management capabilities. “We had a number of problem areas sticking with traditional accounting and ERP to run our business. They couldn’t handle customer service, so we were using manual systems,” Davis says.

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Manual processes were hurting the effectiveness of the front office as well. “We also looked at our CRM processes, or lack of them. We identified that we had poor recording systems, and our salespeople were really not controlled very well with no formalised journey planning or reporting in place other than by spreadsheet.”

The Solution:

For the first time in its eight-year history, the firm now has complete customer and product data in one reliable system, eliminating the need for manual tracking.

“Before, we had no real way, other than guesstimates, of measuring our market share—we knew we were doing well, but not how well.” By closing the loop on every deal and tracking close rates and known causes for missed opportunities, Endoscopy can chart its market performance. The improved opportunity management also provides needed oversight on the lifecycle of each deal, reducing the number of neglected prospects.

NetSuite’s CRM capabilities help the firm explore all of its sales opportunities. While the universe of roughly 700 client hospitals is well-known, each hospital may have multiple divisions and decision-makers who each could be responsible for purchasing, and those new customer wins are immediately visible in dashboard views. “We love being able to turn the computer on and see what the bank balance is, and monitor all these key performance indicators easily and quickly.” In the near future, Endoscopy plans to revisit Web ordering, which will be integrated with the NetSuite system.

Having grown from zero to a £4.5 million company in under eight years, Endoscopy is availing itself of the opportunity provided by NetSuite to realign its processes and continue growing while working smarter rather than harder. “Basically, we’re trying to make much better use of our resources, something we’ve not done in the past.”