

Customer Profile

NOWAK DENTAL SUPPLIES, INC.

Integrated sales and purchasing lets distributor concentrate on great smiles, not paperwork.



“Paperwork was killing us. For a single order we might have had three purchase orders and keeping track of all of that was taking more and more time. With the MDS system the stack of paper on my floor is getting smaller and smaller giving me more time to concentrate on our business.”

said Shawn Nowak, President of Nowak Dental Supplies, Inc. located in Carriere, Mississippi.

Founded 1944 by Benny Nowak, Nowak Dental Supplies, Inc., is a family owned and operated business. Nowak has been a long term member of NDC Dental, the premier co-op for Dental Supply Distributors. Nowak prides itself on its excellent customer service and understands the frustration of dealing with an automated recording.

At Nowak when a customer calls they speak directly with a sales representative or a member of the Nowak family. Because of their commitment to cus-

tomers service and providing that personal touch, choosing a software company to partner with that had similar values was an important part of their review process.

Nowak investigated many of the available software solutions and selected

the MDS system operating on an inhouse server. The MDS system is available both as a stand-alone inhouse system or via a cloud software option. Nowak felt the inhouse system suited them best and made the move to The Systems House, Inc. based upon the comfort level the sales and training staff gave them prior to purchase. After the initial installation Nowak continued to call TSH and talk directly with the same people who installed the system at their office.

A major concern during implementing a new system is whether or not you are doing too much at once. By partnering with TSH, Nowak made a plan that allows them to phase into the new software without impacting operations.

STANDING ON TRADITION.

NOWAK

EST. *Dental Supplies* INC. 1944

LOOKING TO THE FUTURE.

“We know our customers are the most important part of our business, so we chose a software company who agrees with us.”

— Brandi Nowak,
Owner,
Nowak Dental Supplies, Inc.

Nowak Dental Supplies, Inc.

Carriere, MS
<http://www.nowakdental.com>

Industry:

Dental Supplies Distributor

Employees:

14

TSH Customer Since:

2014

TSH Products & Services:

- U2 Database
- MDS Application Server
- RemoteNet Web Portal

Key Benefits:

- Dental Industry specific features
- Contract and Rebate Management
- Lot and Serial Number Control
- Unique Online Grid Order System
- Industry buying group affiliation
- Specialized reporting utilizing Crystal Reports with real-time information
- Simplified Drop Ship Ordering
- Integrated Credit Card Processing
- Real-Time Inventory Control and Management for improved inventory accuracy and total ROI
- Integrated Financials
- Comprehensive support



The Systems House, Inc.

Software Solutions for Distributors

1-800-MDS-5556

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Phase one included converting all available sales data, purchasing data and accounting information. Once that phase was completed, Nowak opted to slowly start using the inventory control modules. This allowed them to create a hybrid system where inventory was initially not checked in real-time but would easily be enabled with no change to the software once they are ready.

Additionally Nowak chose to start using the integrated RemoteNet Website in phase two of the implementation so that they could concentrate on efficiencies gained from operations first, then concentrate on the sales tools the MDS System offered.

Nowak needed a software management system that would help them meet customer needs quickly and efficiently. *"The system we used was complicated and slow, plus it did not really have all these features"* Shawn described. *"Using MDS, it's quick; everything takes seconds. And there are so many options, we don't have to do all the manual work. We just have to look for the right menu and click it."*

When asked what was most helpful, Brandi Nowak points to the power and flexibility of the MDS reporting features. *"I'm constantly amazed by the reporting tools,"* explains Brandi. *"We have a specific report we have to produce every month for our buying group, NDC. Since TSH is a vendor partner with NDC, all the formats came with the system. We just click and go..."*

Other key features that Nowak loves are the MDS Dashboard, Trend Graphs and Key Performance Indicators (KPI's). They make it easy to keep track of things right in front of you and create simple graphs to tell them how they are doing in a specific area of the company or overall in sales, purchasing, or accounting functions.

"We focused on two niche markets in the dental field and because of that we are able to provide the best service with specialized knowledge and care. The Systems House takes a similar approach to the software market and it shows in the product and support they provide."

**—Brandi Nowak,
Owner
Nowak Dental Supplies, Inc.**

Nowak's hallmark is excellent customer service. MDS gives them the tools to make sure that they continue to be leaders in that area. With integrated customer specific pricing (including contract and rebate special pricing) and live inventory management, Nowak can advise customers about product availability with a net rebated price while they're on the phone with one click. The power and access to information allows them to play on the same level as the national brands while providing service that they have become known for since 1944.

With their system securely in place and the software tools to manage and maintain their business, Nowak Dental, Inc. is on track to flourish in the medical supply marketplace. TSH and Nowak have partnered to utilize best of breed business practices and software to allow both companies to reap the benefits of their new relationship.



The Systems House, Inc.

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For more information on
Master Distribution System
from The Systems House, Inc.

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