

BizNet Software Case Study

Customer:

Miramar Labs

Industry:

Medical Devices

Description

Founded in 2006, Santa Clara, California-based, [Miramar Labs](#) is a privately-owned medical device company dedicated to launching next generation energy modality to treat dermatologic conditions. Miramar Labs is focused on addressing conditions where there are significant unmet clinical needs.

Problem

As a pioneer in their field, Miramar Labs is bringing groundbreaking dermatologic solutions to patients every day. Staying ahead in this competitive industry requires precise reporting and management of a tremendous amount of data. With their previous ERP solution, the reporting process was less than helpful — delivering an overall counterproductive, unattractive and frustrating experience. The inherent time consuming nature of Excel led to extensive amounts of time being spent inputting data. Employees would consistently spend days working to produce final reports and budgets. By the time the information was ready for analysis, it was already outdated.

Solution

In light of the time-consuming and productivity-draining routine, the company sought to streamline this process to better allocate its human capital. After seeing a demonstration at a user group conference, Miramar engaged BizNet Software to help them find a solution to their dilemma. In 2012, they began integrating with BizInsights for their QAD ERP system.

With BizInsights, commission reports can now be created in one Excel workbook for the entire sales team. Using BizBroadcast, sales reports can be distributed to each team member with just one click. Multiple Excel sheets with individualized reports can be shared privately without duplicating efforts with separate workbooks and supporting email correspondence.

Utilizing BizInsights to input and sort data and BizBroadcast to disseminate reports internally, Miramar has consistently saved time, money and frustration. The increased productivity and peace of mind has also improved their work environment, as well as their bottom line.

Benefits

Miramar Labs saw an immediate improvement in their process-- saving a full day of manpower on a monthly basis compared to the previous method of hard coding. Processing and sharing reports utilizing BizNet Software solutions has saved time and addressed many historical challenges. Their Excel spreadsheets are now more user-friendly and are far easier to analyze. Also, by shortening report turnaround, executives can use data as needed in virtually real-time to make more strategic and effective business decisions.

Balance sheets, income statements and department expense reports can now be made and utilized more efficiently, allowing Miramar to focus more on serving customers.



BizBroadcast has benefitted the sales team as well. They now receive reports detailing commission and successes on a more frequent basis due to the quick turnaround. The convenience of separate tabs for each team member gives everyone exactly what they need without creating unnecessary extra work.

Customer Quote

“Access to timely and accurate information is critical for running a successful operation,” said Joan Caldwell, corporate controller at Miramar Labs. “BizNet’s Excel solutions have made a tremendous difference in the way we do business. We’ve saved time, money and resources, and our data is far more useful because of the efficient report turnaround.”

About BizNet Software

BizNet Software, Inc. is a market leader for Microsoft Excel in-memory, cloud-enabled reporting and business intelligence. Founded in 1996 to take the mystery out of databases, BizNet focuses on Microsoft Excel reporting solutions guided by financial and business professionals with a real-world understanding of corporate financial, operational and technical requirements. The BizNet Excel Suite is the most innovative and intuitive reporting solution on the market. It creates a user-friendly, drag and drop environment with real time access to the most accurate and current data. Built upon fundamental business disciplines and controls, BizNet solutions make it easy for Microsoft Excel users to connect, analyze, and share real time information. BizNet Software is endorsed by over 200 partners, 15 software publishers, and currently has over 20,000 users in over 2,100 companies in 30 different countries.

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