

CLIENT SUCCESS STORY:

# Skeletal Dynamics

Skeletal Dynamics Found a Partner That Understands Their Niche and Supports Their Inventory Management Needs

Since 2007, Skeletal Dynamics has specialized in creating orthopedic products and surgical techniques for the upper extremity — the area of the body that extends from the shoulder to the fingertips. They offer solutions for broken bones, soft tissue damage, arthritis, and other issues.

Skeletal Dynamics has about 180 employees at its Miami headquarters, as well as 500 sales specialists carrying their product and supporting surgical cases in the U.S. In recent years, they've also started distributing product outside the U.S.

A few of their founders had experience with an earlier medical device start-up that used Microsoft Dynamics GP for its accounting system. So, when Skeletal Dynamics grew to the point where it needed a full-featured ERP system, they went straight to GP. However, they weren't satisfied with their implementation support provider, which led them to reaching out to and partnering with Enavate instead. *"We've had a great relationship,"* says Tom Norman, Skeletal Dynamics COO.



**CLIENT:**

Skeletal Dynamics

**PRODUCTS AND SERVICES:**

Microsoft Dynamics GP

**INDUSTRY:**

Orthopedic Products  
and Surgical Techniques

**ORGANIZATION SIZE:**

180

**COUNTRY:**

United States



## Navigating a Niche Industry

As Norman explains, the orthopedic business is unique within the overall medical device market, which requires an ERP that can be adaptable, and support a team that can be creative. When interviewing potential technology partners, Skeletal Dynamics' team asked about Enavate's experience, not just in the healthcare space, but with orthopedic products and inventory management. They needed a partner that could understand and support consigned inventory management, which involves independent distributors holding company-owned inventory, and customers not issuing purchase orders until the product has been implanted in a patient.

At the time, Skeletal Dynamics was contemplating using a different ERP system altogether, but Enavate reassured them that their GP experts also understood their position within the world of healthcare and medical device sales.

*"We just clicked right away," says Norman. "They understood what our challenges were with the software. They came up with some pretty clever customizations while at the same time encouraging us not to go crazy with it."*

According to Norman, companies like Skeletal Dynamics often try to implement an off-the-shelf system and then heavily customize it to fit their business. When it comes time to implement the next revision of that system, all those customizations need to be re-coded — which is very expensive. Enavate helped Skeletal Dynamics avoid that by modifying their business processes to better fit the software, only creating customizations when necessary.

*"I think they were great chaperones, almost taking our hand and walking us through what it's like to have a semi-customized ERP system while at the same time helping us make sure it stayed current as we grew the company."*



**Tom Norman**  
COO



## *A Responsive and Knowledgeable Partner*

Skeletal Dynamics' working relationship with Enavate has been fruitful since the beginning, when Ed Hazan, an Enavate Account Manager, answered all the questions they had at Community Summit, free of charge. Years later, Ed remains highly responsive.

*"I'll drop him a text or an email, and I'll hear back from him or he'll find somebody to answer that question right away," says Norman. "So that support has been tremendous."*

When Skeletal Dynamics funded a small manufacturing facility, they needed some different modules and expanded functionality that they weren't familiar with. Ed was able to *"parachute in all the right resources"* to make them comfortable with the new features. This is also when they got connected with Enavate Client Care Expert Kyana Brooks.

*"She was exceptional. Super knowledgeable," says Norman. "Everybody here in the office is still asking me, 'When's Kyana going to come back? We have a lot of questions for her.' They know that she's going to give a great answer, and then suggest several different ways for us to interface with the software more efficiently."*





## Moving to the Cloud

When it came time for Skeletal Dynamics to move its ERP operations to the Cloud, they felt they had the perfect partner for the process — even though they were reticent at first.

*“We’re extremely conservative when it comes to fiscal responsibility,” says Norman. “And the idea of going to the cloud was scary for us, and we resisted it.”*

However, thanks to the trusted relationship they already had with Enavate, they were ultimately convinced of the value of migrating to the Cloud, and they’ve been happy with the results.

*“They really made us feel very comfortable with working out of the Cloud,” says Norman, “and I think that took some effort on their part.”*



## Aligned Values

*“One of the things that we value, and make sure our customers understand, is that we provide ‘trusted service,’” says Norman. “And I think because of that being part of our foundational pillars, we appreciate it when our partner companies share those same values. And the evidence of that is the support we get from Enavate.”*

Norman adds that Skeletal Dynamics believes in the concept of true partnership, and that their yearslong experience of working with Enavate fits the bill, especially when it comes to problem-solving.

*“Having an engineering background, I look at it as part of the engineering process,” says Norman. “Attempting to solve the problem, testing your solution, and if it doesn’t work perfectly, tweaking it a little bit until it fits as close as it can. And they work with us very well on using that approach to solve problems.”*

As a result of this alignment, Enavate and Skeletal Dynamics are always able to think and work through issues and determine whether they need a software solution or a business process change.

*“Everybody’s focused on solving the problem, not necessarily ‘My solution’s the best solution,’” says Norman.*

Norman also feels that the two companies are aligned when it comes to innovation.



*“We think innovation is a fundamental part of our DNA, and I see that with Enavate, too.”*



**Tom Norman**  
COO



## *A Continuing Relationship*

Skeletal Dynamics is looking forward to continuing their relationship with Enavate as they continue to grow and tackle the ERP challenges their company may face.

*"I feel like we found a soulmate of a partner," says Norman. "They collaborate tremendously well. We trust them, and we continue to value the relationship."*

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