



## iPractice Group Selects Powertrak to Automate Revenue Generating Business Processes

*Healthcare IT Firm selects cloud-based Powertrak Time and Billing and Sales Quoting software.*

### Overview

Company	iPractice Group
Industry	Computer Software & Information Technology
HQ Office	Nashville, TN
Established	2008

### Company Profile

iPractice Group, a Nashville based health care information technology organization, provides independent physician practices with a turnkey IT solution to integrate Electronic Health Records, Practice Management, hardware, service and support, all into a complete package.

### Challenges

- Needed a solution for its professional services team to enter time entry and manage project billing processes
- Required a sales quoting automation solution integrated into Microsoft Dynamics CRM 2011 Online.

### Solutions

- Microsoft Dynamics CRM Online
- Powertrak CPQ
- Powertrak Time and Billing
- NetPRM- SaaS Hosting Environment

### Results

- Cloud deployment of Microsoft Dynamics CRM and Powertrak on NetPRM.
- One day setup of Time & Billing.
- Powertrak CPQ manages sales quoting processes.
- Powertrak manages its entire revenue cycle (quote-to-cash and time and expense management).

iPractice Group searches and selects CRM enhancement solution to augment its Microsoft Dynamics CRM 2011 Online investment. These four bullets summarize the benefits iPractice Group received when they worked with Axonom to automate their revenue generating business processes.

- **One-Stop-Shop** - Customer selects Powertrak Product Configurator solution but quickly discovers need for another Powertrak product.
- **Automating** revenue generating (orders, time and expense management) business processes.
- **Powertrak SaaS** - Conveniently and securely hosts Powertrak, Microsoft Dynamics CRM and GP in one environment.
- **Rapid Deployment** - Enabled by wizard-based setup and quick-start implementation services.

### Overview

iPractice Group, a Nashville-based health care information technology organization, provides independent physician practices with a turnkey IT solution to integrate Electronic Health Records, Practice Management, hardware, service and support, all into a complete package.

With Microsoft Dynamics CRM Online already in place, the company needed to augment its Microsoft Dynamics CRM investment with revenue generating business process automation.

More specifically, iPractice Group sought a Microsoft Dynamics Partner to automate its time and expense management and sales quoting processes.

### The Solution

iPractice Group found Microsoft Dynamics CRM partner, Axonom and chose Powertrak Product Configurator to help their sales personnel deliver accurate, tailored quotes and orders from their desktop, laptop, and mobile devices.

“As both a software and services company, iPractice Group is a poster child for the type of revenue automation and optimization requirements Powertrak is designed to solve,” said Mike Belongie, COO at Axonom. “So much so, they found us for Product Configurator but quickly discovered a more pressing need to automate their professional services division with our cloud-based Time and Billing solution.”

“We were able to implement and start using Powertrak Time and Billing in less than one day, driving down our costs while simultaneously meeting our complex requirements.

Axonom’s cloud-based offering, wizard-based setup and quick-start implementation services enabled our rapid deployment.”

**Jason Morgan**  
COO at iPractice Group

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**Mike Belongie**  
COO at Axonom

iPractice Group’s consulting and training services division assists with various healthcare IT-related challenges. During the Product Configurator evaluation process with Axonom, they learned about the entire Powertrak solution suite and determined automation of their professional services team’s time entry and billing management processes was more urgent.

“We chose to work with Axonom because we could see that they had a complete suite of modules to manage our entire revenue cycle,” said Jason Morgan, COO at iPractice Group. “Time and Billing management is just one aspect of our business that Powertrak has automated. Our next step is to automate our quote-to-cash cycle with Axonom’s Powertrak Product Configurator.”

### The Results

Powertrak Time and Billing enables Microsoft Dynamics CRM customers to enter, manage, track, and organize billable and non-billable time and expenses, anytime, anywhere, on any internet-accessible mobile device. Its new Quick-start Setup Wizard speeds up and simplifies the deployment and configuration process.

“We were able to implement and start using Powertrak Time and Billing in less than one day, driving down our costs while simultaneously meeting our complex requirements,” said Morgan. “Axonom’s cloud-based offering, wizard-based setup and quick-start implementation services enabled our rapid deployment.”

### Benefits

Axonom offers customers several deployment options to best suit their needs at the time of purchase. Axonom’s most popular offering is its SaaS model which eliminates the burden for end-users to install, maintain, or update CRM software and/or infrastructure. iPractice Group selected Axonom’s SaaS offering to host Microsoft Dynamics CRM, Powertrak and Microsoft Dynamics GP all in the same data center.

“Our mission is to be the one stop shop for the IT needs of independent physician’s offices,” added Morgan. “We understand the inherent value in that model. We saw in Axonom a group that could be to iPractice Group what we are to our end customers.”

### Let’s Get Started

Call us at 888-814-2880 or email [sales@axonom.com](mailto:sales@axonom.com) to set up a personal consultation. We’ll review your current setup and see how Powertrak can help you achieve your automation goals.



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#### About Axonom

Axonom is an independent software vendor that develops, designs, and markets Powertrak, the innovative B2B revenue management suite for global high-tech and manufacturing organizations.

Powertrak gives each user in every department one sure path to efficiently service, support and extend the customer experience.