



SOLUTION BRIEF

Customer Profile

Hair Club, headquartered in Boca Raton, Florida, is the world leader in hair loss solutions. As the category leader, Hair Club offers a comprehensive menu of hair loss solutions ranging from Extreme Hair Therapy™ to ground breaking non-surgical Bio-Matrix® to the latest advancements in transplant solutions. Hair Club provides the most objective analysis and recommendations for its clients depending on their age, level of hair loss and expectations. Since 1976, Hair Club has provided hundreds of thousands of men and women with a tailored solution to their thinning hair or hair loss. Hair Club operates over 90 locations.

Business Situation

Hair Club's five-year business plan called for aggressive increases in productivity and cost reductions to support their growth. Multiple databases, cumbersome manual processes, and proprietary components all contributed to inefficiencies and excessive costs. It was critical for Hair Club to improve and standardize business processes to effectively leverage today's leading technologies.

Solution

- > Microsoft Dynamics CRM
- > Microsoft Dynamics GP
- > Microsoft Sharepoint Server
- > Microsoft Internet Information Server
- > Microsoft Active Directory
- > Microsoft SQL Server
- > Microsoft Exchange Server

Benefits

With ePartners, Hair Club has a long term technology roadmap that ensures significant productivity gains, lower total cost of ownership and quick ROI on all stages of their solution.

Industry

Manufacturing

ePartners Success Story

What happened when Hair Club let their hair down with ePartners



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Solution

Hair Club's existing technology did not deliver the efficiencies necessary to support their five-year plan or short term operations. Hair Club engaged ePartners to develop an Envisioned Business Solution to support their multiple strategies and deliver competitive advantage. A focused offsite "Envisioning Session," with participation from both company's Senior Executive teams, produced a set of guiding principles used throughout the project. It created the necessary foundation on which all business decisions and future technology investments could be made.

ePartners Success Story

What happened when Hair Club let their hair down with ePartners

Following the Envisioning Session, ePartners Business Process Consultants interviewed a variety of key stakeholders within Hair Club to fully understand all relevant issues and requirements. Over 800 hours of interviews, site visits, and design discussions contributed to the final Envisioned Solution document.

Hair Club's Envisioned Solution from ePartners includes guidelines for technology deployment, a detailed technical architecture with specific business objectives, a phased project schedule and cost estimates, a fully-supported ROI analysis, and change management guidelines. The end result is a Microsoft solution and technology design plan that accomplishes the following:

- 1) Improves customer service by providing customer-facing personnel with up-to-date, comprehensive customer information;
- 2) Streamlines the sales process to minimize transaction process time;
- 3) Enhances multi-market selling capability by providing a single customer database regardless of location or origination of data;
- 4) Increases close ratios and profitability by providing managers with key information from sales activities and other existing disparate legacy systems;

- 5) Reduces TCO (Total Cost of Ownership) by utilizing a single customer database;
- 6) Delivers an open-architecture solution that allows multiple options for support and enhancement.

Hair Club embarked on a phased three-year plan where Microsoft Dynamics CRM is the foundation of the overall solution—operating as the central point for security and workflow processes.

SharePoint is used to create the user interface/work space. Four existing applications are integrated into the SharePoint user interface which allows Hair Club to have one easy to use, single view desktop.

ePartners provided not-to-exceed proposals for every phase of the endeavor and ROI is proven before implementing the next solution.

The Result

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"We engaged ePartners because we realized that our current solutions and business processes would not support our future growth strategies. ePartners took our senior management group through an envisioning session that helped us crystallize our business strategy and build a foundation for technology investments. The Journey resulted in a road map that clearly delineated our key business drivers and accelerated our ability to execute through the deployment of improved processes and leading technologies. The end result for Hair Club is improved performance and ultimately increased shareholder value. I confidently recommend ePartners envisioned business solution methodology to CEOs looking for performance gains and quick ROI on their technology investments."

Fraser Clarke, CFO, Hair Club



After more than a decade of arming its customers with a competitive advantage, ePartners has established itself as the largest global Microsoft Business Solutions consultancy in the world. From aligning their clients' business and IT strategies; to improving business processes; and deploying and supporting solutions that accelerate business results, no other Microsoft Business Solutions partner offers more comprehensive information technology solutions and services than ePartners. Last year alone more than 300 leading companies spanning 45 industries, turned to ePartners for strategic business solutions and consulting services. Visit epartnersolutions.com to view additional case studies

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