



## CASE STUDY: AVATECH SOLUTIONS, INC. New Solution Helps Avatech Reduce Commission Processing Times By 54%



### Target Company



**AVATECH**  
SOLUTIONS®

#### Avatech Solutions, Inc.

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Owings Mills, MD 21117  
www.avatech.com  
Industry: Design Automation  
Software

### Case Study Results

#### With the implementation of EthoTech Commission Plan:

- Avatech reduced commission processing time from 35 hours per month to 16 hours
- 'Splitting Commissions' between salespeople and sales teams was automated and easy
- Increased accuracy restored confidence by automating the entire commission process in place of using a manual, tedious and error-prone process
- Avatech now has the flexibility to quickly and easily implement new commission plan themselves

### THE CHALLENGE

Avatech Solutions provides software systems integration and implementation, consulting, and technical support to companies in the manufacturing, engineering, architecture, building design and facilities management industries. Based in Owings Mills, Maryland, Avatech is one of the largest providers and integrators of Autodesk software, which allows companies to design, visualize and simulate their products.

Avatech sells its products and services through a staff of 65 sales professionals divided among four industry specific teams. Sales professionals are paid a commission based on profit margin earned, and commission rates differ based on the product or service sold. Margin calculations take into account many factors and often require Avatech to apply complex formulas. In some cases, commissions are split among salespeople or teams.

The base commission functionality in Avatech's Microsoft Dynamics GP financial management system couldn't handle the company's commission calculations, so Avatech relied instead on Microsoft Excel spreadsheets and a customized Microsoft Access database. This made it difficult for company decision makers to easily access commission information.

Calculating commissions was a laborious, time-consuming process that fell largely to John Kuta, CPA, Avatech's Controller. The process consisted of nearly a dozen steps—ranging from importing sales invoices from Microsoft Dynamics GP into Access and manually making commission adjustments, to updating commission splits and preparing summaries for Sales Management to review and Payroll to process. The largely manual process consumed up to five days a month of John's time. It also required Kim Valdes, Avatech's Vice President of Sales Operations, to spend hours reviewing statements for accuracy and manually making changes when needed.

### THE SOLUTION

Avatech sought an automated solution that would allow it to process commissions through its Microsoft Dynamics GP system for increased accuracy, speed and visibility. Ease of use was also a critical factor, for several reasons. John sought to delegate much of the processing to other staff members, which would allow him to concentrate on his core job duties. Avatech also wanted to ensure that if a system user left the company, another could easily step in. "Our customers face that all the time," Kim says. "Somewhere down the road we didn't want to be left with a customized system that nobody knew how to use." Working with its Microsoft Gold Certified partner, SSi Consulting, Avatech evaluated several solutions, and quickly chose EthoTech Commission Plan.

EthoTech Commission Plan is a completely automated commission management system that eliminates complex spreadsheets and the need to perform error-prone manual processes in calculating and paying commissions. Lynn Zickefoose, CPA, the EthoTech consultant responsible for the implementation, spent about three days onsite, implementing the solution, customizing it to meet Avatech's needs and conducting training sessions. "Lynn was very accommodating," Kim says. "We'd make a request for Commission Plan to be able to do something, and Lynne would go back to her hotel that night and have it ready for us the next morning."

Seamless integration between Microsoft Dynamics GP and EthoTech Commission Plan allows Avatech to perform all commission calculations right from within Microsoft Dynamics GP. This greatly streamlines the process because Avatech is able to stay within the same application to review sales documents and make necessary changes or corrections to the documents. EthoTech also incorporated SmartLists, which allow Avatech to quickly review commission calculations for accuracy.



# CASE STUDY: AVATECH SOLUTIONS, INC. EthoTech Commission Plan Helps Avatech Achieve Fast, Accurate Commission Processing



“ Since we've implemented EthoTech Commission Plan, we've had several major changes in the way we pay commissions, and we quickly and easily implemented those changes using Commission Plan.”

— John Kuta, Controller  
Avatech Solutions

Microsoft Dynamics™  
President's Club Member



Microsoft Business Solutions  
ISV/Software Solutions

## THE RESULTS

### Processing Times Reduced 54%

EthoTech Commission Plan has helped Avatech reduce time spent processing commissions from about 35 hours a month to just 16. Instead of spending hours shuffling commission numbers between Access and Excel spreadsheets, commissions are reviewed easily in Microsoft Dynamics GP and the data is sent for review and then to Payroll for processing.

### Split Commissions Made Easy

Avatech's sales commissions often need to be split between teams or salespeople using a predetermined percentage. EthoTech set up a sales team module within the software that automatically splits the distribution.

### Automatic G/L Updating

Avatech's salespeople are assigned among four industry specific teams, and it's critical that the company accurately track each team's performance in its general ledger. EthoTech customized Commission Plan so that sales generated or commission changes are now automatically updated in the general ledger, saving a huge amount of time for the company.

### Flexibility

Recently, the company has had several major changes in the way they pay commissions. They were able to quickly and easily implemented those changes using EthoTech Commission Plan. According to Kim, "I really feel that I can come up with any type of commission plan—whether it's territory-specific or individual-specific or vendor-specific—and know that with EthoTech I'm only going to have to set it up once and then be able to track it, pay it and not worry about it."

### Increased Visibility To Everyone In The Organization

EthoTech Commission Plan has allowed Avatech's executives and others who need to view commission information to quickly access it through the Microsoft Dynamics GP user-friendly system they're accustomed to using.

### Increased Accuracy

By automating the previously manual commission process Avatech has increased accuracy and restored confidence in the process. "Before, I used to review every single commission statement" Kim says. "I would go through them line item by line item. With EthoTech Commission Plan, I have complete confidence, and the end result we get is terrific!"

“ Before, I used to review every single commission statement because I did not have the confidence that they were correct. With EthoTech Commission Plan, I have complete confidence, and the end result we get is terrific!”

— Kim Valdes

Vice President of Sales Operations  
Avatech Solutions

## About EthoTech, Inc.

EthoTech is recognized worldwide as the 'Gold Standard' in automated commission management systems. With seamless integration built into Microsoft Dynamics GP, EthoTech Commission Plan completely eliminates complex spreadsheets and error-prone manual processes. EthoTech products are used by customers in 100's of industries, while over 700 Microsoft Dynamics Partners recommend and sell our products in more than 24 countries around the globe.