

# Customer Case Study – CMC Group, Inc.



**CMC Group, Inc.**, was originally established in 1980 as a small label distributor. Over its 40-year history, CMC Group has expanded to include multiple companies of excellence, with world-class printing capabilities as the foundation. CMC Group has facilities in the USA, Canada, and the UK and sells throughout North America, and Europe.

CMC Group companies include Century Label, providing the precision printing of pressure sensitive and shrink sleeve prime labels for the specialty food & beverage, craft beer, nutraceutical and industrial markets.

DayMark® Safety Systems, provides the food service industry with efficient, economical, and innovative labeling, as well as other food safety products and services. Daymark® Safety systems also provides a world class kitchen automation solution to ensure foodservice operations run safely and efficiently—from food preparation to recipe management and labeling for food rotation, delivery and revenue-generating grab-and-go menu items.

SmartSolve Industries encompasses a family of environmentally sustainable, water soluble materials that can be produced in a variety of applications.

## Manual vs. Automation

One of our internal goals was to add subscriptions to our product line, we knew we did not want to do this manually and it was important to save



time and automate the process of sending out communications, emails, and invoices at the time of renewal. We started to do some research and be proactive as we evaluated many options. We even discussed customizing our AX environment and use some of its functionality. But it could not be feasible due to costs and the constant customization it would require for upkeep and updating. We really wanted an out-of-the-box solution that would work for our users and our company needs.

## Teamwork Gets the Job Done

Working with Rockton Software is a breath of fresh air. We had a combination of on and off shore developers working with them and you feel very much like they are a part of your team, not a vendor that you work with on a project. Our developer team were able to work with Rockton Software to fully realize the product capabilities and our requirement needs. Rockton was not only exceptional working with us through problems and testing, they made sure we were satisfied with the solution. The team at Rockton is so easy to work with, you are treated well, and I would work with them again.

## Life with Rockton's Recurring Billing

We are now able to manage our customers' expectations with proper billing and notification cycles. In addition, we have a product that is easy for our team to work with and can manage the day-to-day business processes of selling subscriptions and renewals. The amount of time it would take to do this manually is unknown, we knew it was not possible. The sales team loves the ease of use, with their buy-in, our subscription services have been an exceptional addition to help service our customers.

### The Why

We integrate with AX 2012 for our financial transactions, this is the area Rockton and our development team had some work to do. They had to ensure the information was processed between the 2 systems in a way that would allow our customers to get information transacted in CRM but billed in AX. The team was able to work together to accomplish this feat. Now we have a sales document created in CRM, which is then automatically sent to AX to be invoiced.

### Customization to the Rescue

We have CRM 2016, so we started with a little challenge, one that was overcome by the Rockton team. We are now able to use the Recurring Billing software with our system. They worked with us to ensure we received what we needed. We did customize the software, we added some new fields, we certainly adapted what was required for our staff. We needed the software to look up customer's pricing on price lists, so that was added to our system. We also worked on document integration between CRM and AX for our business purposes. Rockton was great to work with, offered suggestions, worked with our developers to complete work, trouble shoot, and met our customization needs.

### We Can Expand and Grow

We were presented with a new business model of offering subscriptions to our customers. We knew we could not manage these subscriptions without a



tool to track them. We spent a few months reviewing solutions, ultimately determining that Rockton Software's Recurring Billing was the best fit. We also know, our business is ever changing, so we understood the size and scope of what was needed. At the beginning, we started with only 2 subscription offerings for our customers since this was new for us. Now we offer 7-9 different subscriptions, with more on the horizon. This was all possible, thanks to our developers and the Rockton team. They make our work simpler and easier.

### What it means to *Work Simpler & Easier*<sup>®</sup>

We can meet the needs and manage our customer's expectations. With this new subscription model our relationship with our customers is stronger and allows us to communicate to the customer and automate the subscription process. We can notify prior to due date their subscription is up for renewal. We can manage the billing without our team members having to do another step, it is set up to automatically to bill at the current rate on their AX trade agreement. We can contact whom we need to even if the customer has multiple subscriptions due to the ability to set the functional contacts. This is huge for us and for customer satisfaction and service. This product meets and exceeds our expectations.



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