



Relieving pain across the globe with SAP® Business ByDesign®

BackJoy Orthotics, LLC
Boulder, Colorado
www.backjoy.com

Industry
Life Sciences

Products and Services
Orthotics

Employees
20

Revenue
\$4.4m

SAP® Solutions
SAP® Business ByDesign®
solution

Founded in 2005, BackJoy is improving their customers' quality of life by helping them maintain a healthy back and relieve pain. The BackJoy team envisions a world without back pain, where everyone can get more from life by taking control of their back health. A broad range of BackJoy products is designed to effortlessly give people's back daily tune-ups in 40 different countries.

Before: Challenges and Opportunities

- Growing and transforming the company by digitizing the business, reaching more and better targeting customers
- IT infrastructure did not have the required set of capabilities to support global business operations and further international expansion

Why SAP and Navigator Business Solutions

- True cloud solution does not require the company to have a dedicated IT-team
- Comprehensive, global ERP solution with end-to-end business process coverage
- Seamless, inexpensive deployment leveraging remote resources
- Implementation approach built into the solution itself
- Pre-built integration capabilities via iConnect

After: Value-Driven Results

- Headquarter and offices in different countries all work with the same solution
- Live access to data across the globe, hereby enabling management to steer the business in real-time
- Improved control over cost and headcount by being able to manage the business remotely
- Availability of a solution ready to help entering new markets and territories
- Stronger focus on core competencies due to availability of best-practices processes built into the solution

“With SAP Business ByDesign we have been able to run and grow the business with less people – simply by working with the same solution across the globe and by being able to manage the business remotely in real-time.”

Tre Vertuca, President and COO of BackJoy.



Featured Partner



1

Solution for the headquarter and all offices globally

Improved

Margin by being able to grow with less headcount

International

Expansion with a solution supporting multi-country business operations

