

## Pre-Revenue Research & Development Business, Implements SAP ByDesign with VistaVu that Helps to Support a Successful Commercialization.

### Challenge

Vandstrom, a fluid separation & purification company, needed a way to consolidate their information to make more accurate business decisions as they underwent commercialization.

### Solution

Implementing SAP Business ByDesign pre-revenue was the optimal solution & stage. It allowed the ERP to grow alongside Vandstrom, & built a solid foundation allowing them to focus on the customer when they went to market. VistaVu provided the partner support, guidance & resources working with Vandstrom for optimal business process efficiency.

### Result

Through early implementation, Vandstrom gained visibility and insights into their financials in the Research and Development Phase, which allowed for informed decision-making as the company grew. This company has undergone a successful commercialization and warehouse expansion since adopting SAP ByDesign.

Vandstrom focuses on the convergence of **polymeric** and **protein science** to design high performance membranes for high value fluids. They are a leader in primary research in membrane proteins, and an innovator in polymeric casting chemistry and production method. They were in the research and development phase for nearly a decade before commercializing in January 2021.



**Industry:**  
Fluid Separation & Purification

**Size:**  
11-50 Employees

**Products & Services:**  
Polymeric & Biomimetic Membranes

**Location:**  
Gaithersburg, MD

[vandstrom.com](http://vandstrom.com)

## Deciding to Implement Pre-Revenue

Although the decision to implement an ERP pre-revenue is an uncommon one, Vandstrom found that the long-term benefits of early adoption outweighed both the initial and ongoing maintenance costs of the system. With nearly a decade of work prior to their ERP, information was scattered among various locations and many of their documents were not up-to-date accounts of both finances and operations.

When Imran Jaferey, Chief Executive Officer, joined the team in August 2020, the decision had already been made to implement an ERP in the research and development stage. Based on Imran's previous experience with ERP integration, he knew this decision would lead to an easier adoption and recognized that the business and ERP could grow in tandem. While still being pre-revenue, it was key that the decision-makers of Vandstrom be accurately informed of the existing financial circumstance to successfully manage cashflow and forecast upcoming costs.

In Imran's previous experience with post-revenue implementation, he found it to be challenging because, **"Once you start generating revenue & doing business everyday, your sales team is focused on revenue generation & customers."** He identified benefits of early adoption as: increased collaboration & engagement among colleagues, ease & speed of implementation & less data lost in transition. Imran found the longer a company is in business, the more likely they are to lose information in the transition, he said, **"Inevitably you end up leaving something behind that you say, 'Oh man, I wish we still had that.'"**



## Collaborative Support for a Good Fit

Once the decision had been made, Vandstrom began their search for the optimal ERP & partner solution that could support them as they commercialized and expanded their business. When entertaining various ERP solutions, they found the SAP Business ByDesign offered the easiest user-experience while still providing all the functionality they required in the moment and would need moving forward.

With multiple SAP ByDesign partners at the table, VistaVu, stood out among its competitors through their preparation and understanding of Vandstrom's needs. This partnership fostered a collaborative relationship to create a custom solution for Vandstrom that was able to adapt with the company.

**"The Staff at Rtech, acquired by VistaVu Solutions, came prepared to meetings, demonstrated an understanding of our needs, and continue to support us. We are now in year two and these folks have been very collaborative in the process and responsive. This was clear from the beginning and that's why we chose who we chose."**

**Imran Jaferey**  
Chief Executive Officer

## Continuing to Improve & Expand

Since the introduction of SAP ByDesign in 2020 Imran has seen a significant increase in the accuracy of their data. With the simplified reporting process, Imran said, "Since January 2021, we haven't missed a reporting cycle." This has aided Vandstrom in making optimized decisions which contributed to their successful commercialization. The centralized and real-time documentation of materials has not only helped in operational reporting but has continued to assist through a recent warehouse expansion. With VistaVu's continued support and collaboration, and SAP Business ByDesign's customizability, Vandstrom plans to continue their growth knowing they have a partner and ERP that can support their increasing business needs.

## About VistaVu

VistaVu Solutions is an employee-owned services and solutions provider focused on emerging technology, innovation, and solving critical mid-market business challenges across various industries. VistaVu is one of the largest SAP mid-market gold partners across North America and supports unique add-on solutions for whole distribution (Resolv) and industrial field services (FieldVu).

## Contact Us

**Toll Free:**  
888.300.2727

**Email:**  
[vistavu@vistavusolutions.com](mailto:vistavu@vistavusolutions.com)

**Website:**  
[vistavusolutions.com](http://vistavusolutions.com)



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