

# Firstkind poised for dramatic growth in medical and sports recovery markets, fuelled by Microsoft Dynamics NAV

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Medical and Sports Recovery Devices start-up selects end-to-end real time solution from The NAV People

Newbury, UK - Firstkind and parent company Sky Medical Technology have selected The NAV People as their support partner for the group-wide deployment of the Dynamics NAV Enterprise Resource Planning solution. The NAV solution provides strong lot tracking and expiry date management, two elements crucial in the medical devices sector, and provides a strong base from which the group can expand rapidly. The group uses most components of NAV including financials, purchasing and stock, all aligned in real time with Dynamics CRM. In addition, its e-commerce solution Magento is integrated with NAV enabling efficient operation in both B2B and B2C markets.

Mark Whalley, Head of Manufacturing and Logistics said: 'When I joined Firstkind we were looking to launch into the sports recovery market. We needed a proven solution to support that new market, and all the others that we have planned. I had worked with NAV before and knew that the product could do the job.'

Whalley continued: 'We are poised for dramatic growth, in three years time we will be managing 100s of 1000s of transactions per month and our turnover is forecast for a potential £50m. The systems we have now are set to enable this and in The NAV People we have experience and depth of knowledge of the way our business runs to support us.'

The NAV People provide consultancy and support enabling Firstkind to introduce consolidated financials for multiple companies within the group. In addition they can easily add new trading companies to address additional industry sectors and geographic regions. They are able to manage stock within partner organisations, gaining visibility as soon as components are manufactured. Orders taken by a third party call centre and via their B2C website are entered into the NAV system. Intelligence and workflows built into the system means that it automatically pushes orders to the appropriate fulfilment partner, saving huge amounts of admin time, and ensuring that stock inventory is maintained.

Ian Humphries, Managing & Product Director at The NAV People commented; 'We are committed to providing the best service possible to our customers. We enjoy getting to know our customers and how their business works. Firstkind are at a very exciting point in their development, poised for growth after setting up the business, going through trials and getting approval and certifications for their products. Having a versatile ERP solution like Dynamics NAV means they are able to manage growth without the usual growing pains.'

A copy of the full case study is available for download from The NAV People website; THE NAVPEOPLE FIRSTKIND CASE STUDY (<http://www.thenavpeople.com/case-studies/case-study---firstkind-medical>)

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## NOTES TO EDITORS

### About Firstkind

Firstkind operates in the medical and sports industry sectors. It is a wholly owned subsidiary of Sky Medical Technology, a privately held UK company based in High Wycombe and Daresbury. Firstkind manufactures medical devices utilising OnPulse™, Sky Medical's proprietary neuromuscular electro-stimulation technology, designed to enhance the body's own system to increase lower limb blood circulation which can help in a range of conditions.

An all-round British success story, the firefly™ device has been developed, manufactured and brought to market by Firstkind, following a three year programme of applied research with St. Bartholomew's Hospital and Queen Mary, University of London and published clinical studies.

For more information visit: GEKODEVICES (<http://www.gekodevices.com>) and FIREFLYRECOVERY (<http://www.fireflyrecovery.com>)

### About The NAV People

The NAV People started trading in the UK in 2009 and the business has grown through word of mouth. They are now the country's no.1 reseller who is solely concentrated on Microsoft Dynamics NAV. The NAV People set out to create a company with simple but really important aims; make customers happy and treat staff as members of an exceptional family and not merely employees.

The aims of The NAV People are what everyone should expect from a partner in business, a high level of expertise, amazing product innovation and the absolute best standard of customer service. The NAV People believe fairness is the key to good business and profit is the end result of successful business relationships, not a goal to aim for.

The NAV People operate from three locations in the UK; Newbury, Cardiff and Manchester and also have a US corporate office in Atlanta. For anyone who is looking for a committed, friendly and knowledgeable reseller of Microsoft Dynamics NAV, The NAV People are the ideal partner. For more information: The NAV People (<http://www.TheNAVPeople.co.uk>)

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