A flexible, easily configurable platform demonstrates its true value for Merz North America, Inc.

ⓘ Synopsis

Merz North America, Inc., wanted to create a more efficient, innovative solution to continue building exceptional customer relationships. Their ultimate goal was to create a centralized system that was intuitive to use for all internal and external users. With SmartSimple, Merz discovered the advantages of an online grant application process and a clear, completely trackable audit trail. Their office is now paper-free, and their approval process is completely automated, improving efficiencies and enabling them to approve and distribute funding more quickly and easily than before.

📊 Key Stats

Client Name: Merz North America, Inc.

SmartSimple Client Since: 2015

Type of Giving: Medical Education Grants, Corporate Charitable Giving, Commercial Sponsorships and Exhibits, Investigator-Initiated Research

Old System: Excel spreadsheets

Key Pain Points: Paper-based documentation process, manual signature, and payment request processes.

New System Must-Haves: Eco-friendly, paperless process, compliance and legal audit readiness, online grant application, review, and approval processes.

> " *Sharing our SmartSimple experience with other Merz departments and affiliates has helped us demonstrate our value and commitment to live our vision to become the most admired, trusted and innovative company for our customers. We've also been able to illustrate how the SmartSimple platform might be used in other areas of the organization.* "

Michael Hall
Senior Manager of Grants & Giving,
Systems and Analysis,
Merz North America, Inc.

About Merz North America

Founded in 1908, the Merz Pharma Group is a family owned company headquartered in Frankfurt, Germany. Merz North America operations specializes in the development of innovative treatment solutions in aesthetics and neurosciences. Merz North America's granting program administers funding for commercial program support, medical education, corporate charitable giving, and investigator-initiated research.

Opportunities for the integration of automation

Prior to working with SmartSimple, Merz North America has explored the possibility of integrating with an automated platform. "We were looking for an innovative solution to grow and develop efficiencies," says Michael Hall, Senior Manager of Grants & Giving, Systems and Analytics. "Manual internal application reviews, check requests and electronic signature capture were areas of opportunity for increased automation."

Merz North America's desire was to continue to improve and positively impact its relationships with scientific, educational and charitable communities. "We wanted to ensure that users of our Grants and Giving portal would experience a simple, easy-to-understand process while submitting their requests. We also wanted to optimize our opportunities for creating a presence as a corporate sponsor for various events."

A large corporation with unique, complex system requirements

The organization felt it was time to invest in an automated granting system to create efficiencies and bring value to the entire process. "As both a specialty healthcare company and a granting organization, we had some pretty unique requirements for a grants and giving program."

After reviewing several options, SmartSimple's flexibility, extensive features, and platform flexibility won the Merz team over. "While many others offered very nice out-of-the-box products, none of them had the level of configurability SmartSimple offered. It was clear this was a platform that would provide value to the team while allowing for future growth."

"The specialty healthcare industry is constantly changing, so having a system where we could easily add features and functionality as we needed was a valuable benefit."

A specialized team to meet specialized needs

"We kicked off the project by sitting down with our SmartSimple project manager to discuss our needs and what we hoped to accomplish with our system. Based on our needs, SmartSimple created a project plan for us that was personalized, well designed and easy to implement. The implementation team was very responsive to our concerns, questions, and ideas. Anytime we brought up an issue it was addressed quickly and handled professionally."

"The complete automation of Merz North America's grants and giving activities has vastly improved efficiencies for everyone on the team, and created an innovative Grants & Giving portal."

> "It was clear this was a platform that would provide value to the team while allowing for future growth."

> "Based on our needs, SmartSimple created a project plan for us that was personalized, well designed, and easy to implement."

powered by aws

Merz North America
is hosted on
Amazon Web Services

Seamless integration for improved processing

"We've also successfully used SmartSimple's integration with an online document signing platform that gives us the ability to send documents via email for electronic signatures. Having online signature capture has been a huge time saver; it's an incredibly valuable integration for us. SmartSimple has taken an immense administrative burden off of our shoulders."

"The SmartSimple team has been responsive and we enjoy collaborating with them," concludes Michael. "They focus on teamwork and finding workable solutions. We love how the platform can be molded and tweaked to make it even more user-friendly. The Technical Community Support team has been wonderful, always working with us to find an optimal solution, and they always offer options when we present a problem. Others across our organization who have only ever associated our team with granting are now talking about us as a valued partner in the business, helping to create new opportunities for everyone."

"Having online signature capture has been a huge time saver; it's an incredibly valuable integration for us. SmartSimple has taken a huge administrative burden off of our shoulders."

"The Technical Support team has been wonderful, always working with us to find an optimal solution, and they always offer options when we present a problem."

About SmartSimple

SmartSimple is a global leader in cloud-based automation software, offering unique process solutions used by over 300 clients in more than 192 countries. Some of the largest companies in the Fortune 100, as well as global foundations and government agencies, choose SmartSimple to enrich their impact story and create greater efficiencies in their granting processes.

SmartSimple's Grants Management Solution

SmartSimple's Grants Management Solution is a robust, end-to-end grants management platform that makes it easy for foundations to track, manage and report across multiple grants programs, giving true insight into the impact of your funding efforts. In a single online solution, SmartSimple gives you complete control and visibility over the entire granting process. From the initial call for proposals to reporting on final outcomes, SmartSimple helps foundations stay on top of everything from correspondence with applicants, to monitoring budgets and reporting, eliminating hours of paper shuffling and administration. No two foundations are alike. That's why the technology behind SmartSimple's Grants Management Solution comes with the flexibility to fit your unique needs and deliver innovative solutions that transform how you manage your granting programs.

> SmartSimple interacts with over 200,000 unique users a month from over 300 organizations in more than 192 countries.

Our commitment to making processes work better and freeing our clients to do more good goes beyond the technologies we create **– it's at the very heart of our business.**

Michael Reid
Co-Founder, Chief Operating Officer
SmartSimple

TORONTO (Head Office)
111 Peter Street
Suite 405
Toronto, Ontario
M5V 2H1 Canada
866.239.0991

NEW YORK
33 W. 19th St.
4th Floor
New York, NY
10011 United States
866.239.0991

DUBLIN
1 Grattan Business Park
Clonshaugh
Dublin
D17 HR64 Ireland
+353 (1) 554 7428

Discover more.

Contact us to request a demo that's tailored to your granting needs.

866.239.0991   sales@smartsimple.com   smartsimple.com

Proven solutions that automate your organization's processes.