



## Solution Overview

### Industry

Fitness and Competitive Training

### Benefits

With eStore Advantage, Carmichael saves about 1 ½ weeks per month on data entry and information management. Additionally, productivity and efficiency benefits have enabled the company to increase revenue by 20% with existing staff.

### Software Used

eStore Advantage  
Credit Card Advantage Advantage

### About Carmichael Training Systems

Carmichael Training Systems was founded in 1999 by Chris Carmichael. From the beginning, the mission of the company has been to improve the lives of individuals utilizing proper and effective fitness and competitive training techniques. The company assists recreational, advanced, and professional racers alike using a unique coaching methodology designed to make you a better athlete.

For more info please visit: [www.trainright.com](http://www.trainright.com)

### About Nodus Technologies, Inc.

Nodus® Technologies, Inc. is a leading provider of electronic payment automation software for small and mid-size companies. Nodus leverages Service Oriented Architecture and web services technologies to provide cost effective, comprehensive: e-commerce, electronic payments and retail management solutions for Microsoft Dynamics® ERP. Nodus® business solutions include eStore Solution Stack, Retail Advantage, ePay Advantage, Credit Card Advantage and other products and services.

For more information please visit:  
[www.nodus.com](http://www.nodus.com) or call: (909) 482-4701.

## Carmichael Case Study

### It's About Time - and Money

Nodus eStore Advantage Helps Carmichael Training Systems Save Both

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***"Thanks to Nodus' eStore Advantage we've centralized our workflow and increased efficiency tenfold."***

- John Frothingham, CFO, Carmichael Training Systems

***"We recommend Nodus because their solutions simplify vital businesses processes and solve problems."***

- Jeff Burns, CPA, President, techVisions

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### Summary

Serving a wide array of individuals - from Tour de France champions to weekend club racers - Carmichael Training Systems focuses on maximizing performance with programs tailored to each individual.

Seeking a solution that would enable them to integrate their back office Microsoft Dynamics GP solution with a web storefront, Carmichael Training Systems turned to their reseller, techVisions for a recommendation.

"Nodus was the first and only name on the list," said Frothingham. "After researching the competitors in this space, I came to the same conclusion: When it comes to automating electronic payments, Nodus is the only name you need to know."

### The Challenge

When Carmichael Training Systems decided to incorporate the Microsoft Dynamics GP solution into their back office, they looked for an add-on solution that would enable them to simplify the way they manage credit cards and web orders. Working with techVisions, Carmichael set out to find a solution that would support their demands today, and scale to meet future needs.

"We knew we wanted to implement a solution that could grow with us," said John Frothingham, Carmichael Training Systems CFO. "We wanted to be sure that each element we incorporated added value to our business management paradigm."

*"Of all the vendors we interacted with, Nodus was the best. Their team really knows their stuff."*

- John Frothingham, Carmichael Training Systems CFO

*"It was evident from the onset that Nodus could provide the solution that Carmichael needed. Their reputation for development and implementation expertise is well earned."*

- Jeff Burns, techVisions president

*"We knew we wanted to implement a solution that could grow with us."*

- John Frothingham, Carmichael Training Systems CFO

*"Nodus' approach quantifiably proved its merit by delivering complete ROI in less than four months."*

- John Frothingham, Carmichael Training Systems CFO



## About techVisions

techVisions is a technology and business consulting firm with headquarters in Albuquerque, New Mexico. The firm's VISION consulting approach is designed to improve business performance through faster and more organized access to information, to reduce costs and increase profits while allowing operations to run more efficiently, and to put an organization at the leading edge of the information technology curve. techVisions powers your business vision!

You can learn more at:  
[www.poweringyourvision.com](http://www.poweringyourvision.com)  
or by calling 505-314-2500.

## The Solution

Carmichael explained their need for a simple, scalable, integrated solution that would seamlessly communicate with the accounting solution and provide enhanced functionality and business management capabilities.

"It was evident from the onset that Nodus could provide the solution that Carmichael needed," said Jeff Burns, techVisions president. "Nodus provides outstanding products and service. Their reputation for development and implementation expertise is well earned."

Over the course of eight months, Carmichael implemented a multi-layered solution that changed the way they do business. Having previously processed credit cards manually from a stand-alone terminal, the company realized the value of Nodus solutions immediately upon implementation.

"We went live with Credit Card Advantage first," said Frothingham. "Six months later we went live with the eStore Advantage solution. Now we tie contracts, member IDs, and other vital data to our Great Plains solution. In addition, the data we capture from our shopping carts has proven to be invaluable in business decisions."

## Implementation Results

The key to Carmichael Training Systems approach is their focus on coaching methodologies that individually target entire energy systems. By helping individuals enhance their body's ability to absorb, deliver and transport oxygen, Carmichael seeks to develop the aerobic engine to improve endurance. This approach has proven its merit on racecourses and podiums throughout the world.

"Nodus' unique solutions improved our IT aerobic engine by enhancing the ability of our systems to absorb, transport, and deliver information," said Frothingham. "Their approach quantifiably proved its merit by delivering complete ROI in less than four months. Additionally, we continue to reap intangible benefits stemming from greater access to key business information."

With eStore Advantage from Nodus, Carmichael Training Solutions saves about 1 ½ weeks per month on data entry and information management. Additionally, productivity and efficiency benefits have enabled the company to increase revenue by 20% with existing staff. "Thanks to Nodus' eStore Advantage we've centralized our workflow and increased efficiency tenfold," said Frothingham.

Initially seeking to improve internal efficiency to save time and money, the company was surprised by the revenue increase they realized from the project. "We're capturing and processing transactions accurately and efficiently thanks to the Nodus solution," said Frothingham.

Having worked with five different vendors to launch this solution, Carmichael was most pleased with the knowledge and professionalism exhibited by the team at Nodus.

"Of all the vendors we interacted with, Nodus was the best," said Frothingham. "Not only did they work through issues with their solutions, they resolved challenges with Dynamics GP with ease. Their team really knows their stuff."