

# MEDICAL DEVICE FIRM GROWS BETTER DATA WITH SALESFORCE APPLICATION

by Jenny Mangelsdorf

Data is the lifeblood of any business. In sales, access to high-quality information is crucial to closing deals. For global enterprises, however, the challenges of providing consistent data and real-time access to it can be daunting.

In the biotech field, innovative companies that use technology to create life-saving medical implants and devices also need constant innovation for their critical back-end sales and marketing processes to stay competitive.

That's why Biomet Microfixation, an innovator in the medical industry, chose enterprise cloud applications by Salesforce.com. Since 2011, Microfixation has used the applications to power its service and marketing organization. Recently, the company wanted to improve its ability to generate real-time, accurate data and build a stronger Salesforce foundation that it can leverage in the future.

**Real-time data and analytics**

CSC provided consulting, systems integration, and data architecture and modeling services. A key goal was to give Microfixation's sales organization and upper management real-time data and analytics, such as sales trends related to budgets, forecasts and quotas.

"Our sales force was consistently requesting real-time data," says Kirk Brennan, Biomet Microfixation controller. "That fundamental information wasn't available in our existing reporting structure. Today, users know they can rely on the accuracy of the data being presented whenever they log in to the system."

To ensure that Microfixation would have the talent it needed for the Salesforce.com project, the medical innovator first looked at its alternatives.

"We actually interviewed several consultants for a partnership to implement Salesforce and selected CSC because of the depth of its technical talent — both the scope of team members the company has globally and its technical competency," Brennan says.

CSC has deep Salesforce.com expertise, including with the application's foundational aspects, overall architecture and the operation of its data model. These skills were essential when helping Microfixation improve its data integration processes.

For example, in the past, making minor changes to the integration process between Salesforce and Microfixation's back-office system took a great deal of work. Now, adding fields and migrating new data takes only a few minutes.

"A lot of the integration we performed was very complex," says Jeff Selander, CSC's North American Salesforce.com Practice director. "Through the integration and data model work we did, we've now positioned Microfixation in a place where they can begin to realize the real return on investment that's embedded in Salesforce.com."

Before CSC began the Salesforce project, when the sales team needed data, the team members would have to scroll through page after page of numbers, with subjects such as accounts, territory and region each having more than 150 fields. CSC has created custom visual pages that collapse lengthy data into a single view that shows salespeople the financial details they need. Because of custom visualization work like this, 90% of Microfixation's salespeople now report that the system is easy to use — compared to 30% who thought so earlier.

"They really like this capability, because instead of scrolling and scrolling through numbers, they can open an account and instantly see sales numbers in a way they want to see them," says Selander. "It also performs a lot of the calculations they want that the standard Salesforce.com application wouldn't let them do."

**Automating data entry**

CSC also provided systems integration services — transforming, for example, what was previously a manual process to upload data. Now Microfixation can automatically upload data covering the complete sales cycle, from the moment contact is made to the time a product is delivered to a customer.

Before the process was automated, data was uploaded daily. Today incremental data loads run hourly, with full loads consisting of a million rows of data running every three hours. By automating the data-transfer processes, Microfixation has been able to reduce the opportunity for potential errors and reassign IT staff to strategic projects. The sales team's Salesforce adoption rate has also increased from 40% to 85%.

In the past, Microfixation had to wait and process its full data loads during the weekend. Now, the medical innovator can process data whenever it wants without affecting user groups; if needed, it can even speed the hourly load processing to run every 15 minutes.

Salesforce.com has also enabled Microfixation's sales to become more mobile. Previously, the sales team, which serves clients throughout the world, had to rely on PC-based email for data. With Salesforce, Microfixation's staff can access data on tablets and smartphones.

**Transferring knowledge**

Microfixation aims to drive innovation in the medical industry, and is committed to its customers — a trait shared by CSC. "We want to make sure our customers have a solid understanding of the systems we've worked on before we leave so they can continue to excel going forward," says Selander. "When a customer wants to take on the next set of complicated, intricate issues that require multiple disciplines, CSC will be ready to assist again."

"CSC very explicitly stated when we started this project that they prided themselves on transferring that knowledge," says Brennan. "Our IT department has shown a significant increase in its ability to support our users' needs."

Besides transferring technical knowledge and developing a stable, custom Salesforce.com foundation, Microfixation also looked to CSC to provide consulting services and build a roadmap that the company could follow beyond the current project.

"That vision that CSC helped provide was a big reason why we partnered with the company," says Brennan.

Through laying this new foundation and building a roadmap, Microfixation can take Salesforce.com to the next level, and gain an even greater return on its investment by leveraging capabilities embedded in the application, such as opportunity management, campaigning, marketing and inventory control.

"This foundation will allow Microfixation [to accomplish] really game-changing sales and marketing innovations in the future," says Selander. "Already they can do a whole lot more, and later they'll be able to leverage this platform for advances they're not even contemplating yet." ■

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Learn more at [csc.com/salesforce](http://csc.com/salesforce).

**Client: Biomet Microfixation**

**Challenge:**

- Provide sales team with convenient and current data
- Give upper management and key stakeholders accurate sales-related information
- Offer international sales team a real-time mobile interface capability

**Solution:**

- Deep Salesforce.com expertise
- Dedicated systems integration and consulting experts
- Proven data modeling and architecture services

**Results:**

- A stable Salesforce.com foundation and roadmap for future innovation
- System scalability increased from 40% to 80%
- User adoption increased from 40% to 85%
- Real-time accurate sales data available on PCs and mobile devices
- Automated data transfer, reducing potential errors and relieving personnel for strategic activities