

CASE STUDY

SuccessWave

Global Pharmaceutical Manufacturer & Distributor



ABOUT WAVE6®

Wave6 leverages Salesforce Sales, Service, Marketing Clouds and Communities to transform our clients' business. Our services include:

- Salesforce Optimizations
- Salesforce Expansion and Implementation
- SuccessWave Managed Services
 - AdminWave
 - DeveloperWave
 - QualityWave
- Force.com & Mobile Development
- CRM Consolidation
- Cloud Application Integration

For more information, visit www.wave6.com

FIRM PROFILE

This client is the world's largest manufacturer of OTC healthcare products for the store brand market and an industry leader in pharmaceutical technologies. They offer a wide variety of healthcare products primarily in the United States, United Kingdom, Mexico, Israel, and Australia, as well as more than 40 other key markets worldwide, including Canada, China and Latin America.

THE BUSINESS CHALLENGE

Increased IT support requests from business users were creating a backlog in the IT system. The amount of open support tickets and a lack of resource reduced the support and response time within the IT Department, greatly impacting Sales, Marketing, and Operations. This delayed functional releases from occurring within the organization.

Development requests were also not being met due to a lack of internal resources with specific skill sets. The client's ability to take full advantage of the Salesforce.com platform was impacted. Looking to expand the use of the Salesforce.com platform, there was a definite need for extra administration support with their current instance.

Client also requested ROI optimization insights to develop a successful and stable roadmap, allowing for strategic growth. Wave6 was selected for our quality of resources offered, experience within their industry, responsiveness and ability to add strategic vision/planning around the client's Salesforce instance.

THE SOLUTION

In order to address the 200 plus open support tickets, increased demand on internal resources, and proper expansion of their Salesforce platform, the client selected Wave6's unique SuccessWave offering.

Wave6 provided a dedicated full-time, on-site/off-site Salesforce Business Analyst (SBA) who was qualified to handle the outstanding open tickets and work alongside their business leaders to support any incoming requests.

The client had always planned on expanding their Salesforce instance but the lack of resources hindered that focus. Now in order for the client to expand, they needed to know how to redo the foundation of Salesforce. Wave6 provided the optimization analysis that gave the client visibility into the expansion capabilities available within the different departments of the organization.



SILVER
CLOUD ALLIANCE
PARTNER

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ABOUT EMTEC®

Wave6 is a subsidiary of Emtec, a provider of technology-empowered business solutions for world-class organizations. Emtec's collective focus is clients for life: long-term enterprise relationships that deliver rapid, meaningful, and lasting business value. Service offerings include:

- IT Strategy Consulting
- Enterprise Application Services (CRM, ERP, EPM and HCM)
- Custom Application Development and Support
- Infrastructure Services

For more information, visit www.emtecinc.com

RESULTS

The client was able to move resources to other critical internal projects once the SuccessWave Admin began, allowing more focus on the expansion of the platform versus addressing support issues. The client saw an immediate reduction of outstanding support tickets; reducing a 208 open backlog down to 50 in the first 2 weeks after the placement of Wave6's SBA.

Weekly communication between Wave6's Practice Director and the SBA were held to strategize on larger initiatives around the client's Salesforce platform.

During the optimization analysis, Wave6 identified the following areas of improvement that would lead to a more efficient experience for the business users ultimately making Salesforce easier for users and increasing user adoption.

- Identified dormant fields on the opportunity record that were never used. Archiving these fields created a more efficient user experience
- Identified gaps between existing business process and current SFDC functionality
- Provided an optimization exercise to help engage higher user adoption
- Provided recommendations for enhancing data integrations between SFDC and their ERP solution
- Streamlined content and documentation management

The client plans to leverage Wave6's experience for further optimization of their current instance of Salesforce. Currently involved in another initiative with the client, Wave6 will continue to provide guidance around the expansion of Salesforce to other business lines, as they work together to develop a stable platform allowing for long-term strategic growth.