

CASE STUDY

Omnicell® unleashes the Power of SAP CRM through an expert implementation of Duet Enterprise

» Fujitsu was instrumental in the successful deployment of Duet. Their understanding of Duet Enterprise, coupled with their leadership in the market, has led to a very satisfied user community «

Jorge Taborga, CIO, Omnicell



THE CUSTOMER

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Industry: Healthcare
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THE CHALLENGE

Omnicell needed to improve its customer contact and activity management. This project was intended to correct deficiencies in these areas and to establish SAP CRM as the company's system of record for customer contact information. A critical goal was to make information available enterprise-wide without requiring senior management, sales and marketing to log into the SAP system.

THE SOLUTION

Fujitsu implemented Duet Enterprise for Microsoft® SharePoint® and SAP out of the box. To add to the flexibility and value of this solution, the Fujitsu team customized a Microsoft® Outlook® add-in to quickly and transparently achieve sales force automation via bidirectional synchronization of information.

THE BENEFIT

- Through centralized management and synchronization, the company now has a coherent body of information that can be shared across the enterprise.
- Senior sales management can keep in much closer touch with account status and the progress of sales efforts.
- With data standardization, the company has a far better way to categorize and score leads. It is also far easier to gauge the success of sales campaigns.

The challenge

Omnicell, like many organizations with extensive sales and marketing operations, collects large amounts of customer information daily. The company has adopted SAP CRM as its system of record in an effort to use this information to more effectively manage customer relationships and support business decisions.

In working with SAP CRM, the company found itself challenged by several of its information management practices. Customer data existed in silos. Sales reps accumulated business cards and created Outlook contacts, paper lists, personal databases, and spreadsheets. These practices made it impossible to access or use important information in any systematic way. Employees often did not record or share information about client meetings or the status of deals moving through the pipeline. And when employees left the company or moved to new positions, their knowledge typically went with them. In short, a large body of potentially valuable data essentially was not available to Omnicell.

The solution

Omnicell was focused on achieving maximum return on its investment in SAP by making it possible for sales and marketing employees to access the system in a way that was both comfortable and familiar. Duet Enterprise—with its ability to share information between SAP CRM and Microsoft® Office® applications was the obvious choice.

The Fujitsu team first deployed Duet Enterprise out of the box and a short while later added a customized .NET Outlook solution. The implementation included the following capabilities:

- A bidirectional interface synchronized information between Omnicell's SAP CRM system and SharePoint/Outlook, eliminating the need for duplicate entries
- Sales and marketing employees could manage information through a significantly simplified user interface
- Sales representatives could easily access customer information via laptops, smartphones and other mobile devices, enabling them to spend more time in the field and in front of customers

Omnicell implemented its Duet Enterprise solution shortly after the product launched in early 2011. Because there were very few other implementations at the time, the Fujitsu, SAP, and Microsoft product and delivery teams collaborated to assure the company of an optimal solution. Fujitsu and its partners recommended the customized Outlook solution that was later installed to meet specific company needs for information sharing.

The benefits

With its implementation of Duet Enterprise, Omnicell has realized several compelling business benefits.

Through centralized management and synchronization, the company now has a coherent body of information that can be shared across the enterprise. In effect, this data is now the property of Omnicell, rather than that of individual sales representatives. Senior sales management can keep in much closer touch with account status and the progress of sales efforts. Sales and marketing employees now spend a good deal less time "tracking down" sales representatives to get answers to simple questions. With data standardization, which was implemented at the same time as Duet Enterprise, the company has a far better way to categorize and score leads. It is also far easier to gauge the success of sales campaigns.

Omnicell has also benefitted from working with a professional implementation services group recommended by SAP. Fujitsu product-trained resources and long-term alliances with SAP and Microsoft, coupled with its global reach, delivery capabilities, and superior risk management, have helped Omnicell reap the rewards of adopting a sophisticated and powerful CRM solution.

About Fujitsu

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