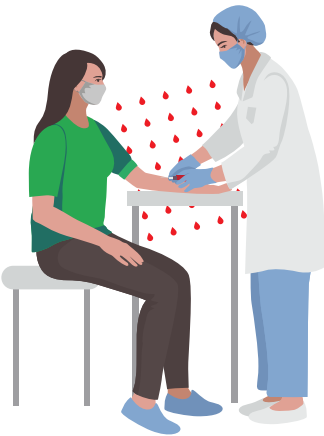# CASE STUDY

ALIGNMENT AND ROSTER MANAGEMENT FOR A LEADING DIAGNOSTICS COMPANY

AXTRIA SALESIQ™-BASED OUT-OF-THE-BOX APPLICATION
TO SUPPORT DYNAMIC BUSINESS RULES FOR
MULTIPLE TEAMS AND SALES REPS

BUSINESS SCENARIO AND REQUIREMENTS

Companies operating in the medical devices and diagnostics industry cater to a diverse product and dynamic customer portfolio. Market forces continuously transform organizational priorities, which invite complex system changes across all business functions. Keeping up with such changes in business processes can cause severe downstream repercussions if the data, reporting, and analytics processes are not streamlined. Additionally, with remote regional offices and global markets, doing so on the cloud is essential.

A leading global diagnostics company struggled with similar challenges.

- Evolving business scale and market complexities:
  - Global operations with over 3,500 territories in the US.
  - More than 100 teams, 2,500 active sales reps, and 6,000 available allocations.
  - Continuous expansion with multiple acquisitions.

- The product line included diagnostic testing, test kits, and new diagnosis discoveries.

- Customer portfolio included clinics, diagnostics labs, pathology labs, and hospitals.

- Evolving sales operations with a widespread sales force, continuously changing structures and sizing, and periodically revised sales targets.

Global market operations, a diverse product line, overlapping customer portfolios, and constant business changes introduced overwhelming complexities in its sales planning and operations processes. Business rules across 100+ teams continued to change annually, and the company's in-house legacy CRM (customer relationship management) infrastructure failed to deliver on the increasing expectations. These complications introduced delays in territory alignment and roster management systems, and the sales teams struggled to achieve targets.

AXTRIA
INGENIOUS INSIGHTS

As a result, the HO (home office) and other commercial teams at the global diagnostics major identified the need for an integrated cloud-based sales planning and operations product suite to meet their business objectives. Some of the critical parameters of such a solution were:

An integrated sales planning and operations application with territory alignment and roster management capabilities.

An out-of-the-box application to plug in to their pre-existing CRM infrastructure while meeting all technical specifications.

A system that can accept and accommodate changing business rules without disrupting the overarching business processes.

A one-stop-shop, which can be accessed by multiple teams and corresponding stakeholders.

An agile and unified application that can connect with other user applications.

A ROBUST SOLUTION BACKED BY AXTRIA SALESIQ™

As part of our solution, Axtria delivered an Axtria SalesIQ™-based application, which had two primary modules:

Alignment management solution (Axtria AlignMAx™)

Roster management solution
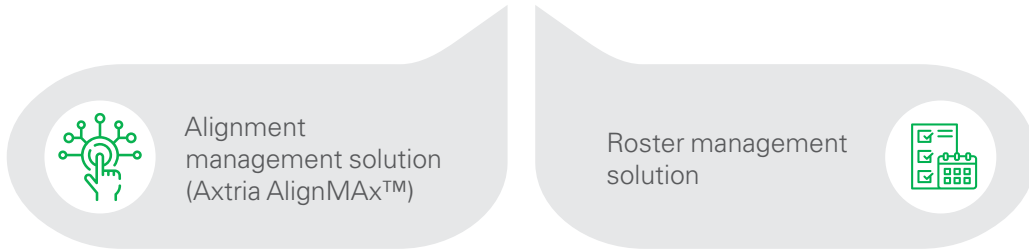
Collectively, both the modules of this out-of-the-box application could readily integrate with the diagnostic company's CRM and BRMS (business rules management system), which is the starting point for all alignment process executions. Some salient features of this application were:

	The alignment and roster management features included territory mapping visibility, extractable impact analysis reports, sales planning re-evaluation, and customizable alignment cycles.
	Connectivity to the BRMS for all types of ongoing alignment and roster requirements.
	Self-serve capabilities for business users to operate the applications without administrative dependencies.
	On-demand analytics for sales planning and operations.
	A secure layer to protect all business rules configuration and corresponding changes.
	Regular updates and new feature rollouts for significant application enhancements.
	Availability of consultative expertise on-demand to support all alignment and roster management operations.

The solution was initially implemented to address more than 1,200 territories and 15 teams with scope for continuous expansion. *Click here to learn more about the Axtria SalesIQ™ product suite and dive deep into its offerings and capabilities.*

BUSINESS BENEFITS

The successful implementation of the Axtria SalesIQ™-based solution provided the following business benefits to the global diagnostics major:

END-TO-END INTEGRATED ALIGNMENT AND ROSTER MANAGEMENT

The product suite provided all the required capabilities, including quick access to reports and geographical maps for alignment cycle planning, re-evaluation, and process execution.

BUSINESS RULES SUSTAINABILITY

The application integrated with the pre-existing systems to adhere to the business rules for alignment. It was robust enough to accommodate the changing business needs.

SWIFT PROCESS TURNAROUND TIMES

Re-alignment of 1,200+ territories across 15+ teams to select the best suited sales rep for each territory.

ON-DEMAND ANALYTICS AND INSIGHTS

The easy-to-use self-serve capabilities encouraged process democratization and enabled business users to access the system, make changes, and derive insights without back-end support.

DISRUPTION-LESS SYSTEM UP-GRADATION

The application integrated end-to-end across the company's ecosystem and other platforms. Hence, it showcased a seamless process between the upstream and downstream systems.

100% USER ADOPTION

The Axtria SalesIQ™-based application was well accepted by the entire sales planning and operations organization. The adoption was accelerated by the training provided to the managed services staff.

facebook.com/Axtria   www.axtria.com   info@axtria.com   Axtria – Ingenious Insights   @Axtria   +1-877-9AXTRIA