

Abaxis:

Developing Leading-Edge Point-Of-Care Technology for Medical Practices

CASE STUDY

PositiveEdge Solutions partners with Abaxis to Deploy an Innovative CRM Solution to Improve Business Efficiencies



OVERVIEW

Industry Products

Solution Summary

Implement a CRM solution, focused on Medical Device Manufacturing

Technology

Microsoft® Dynamics CRM
Microsoft® .NET Framework
Microsoft® SQL Server Reporting
Microsoft® SharePoint
Microsoft® Visual Studio

Benefits

- SMS alerts on service assignments
- MS Outlook offline mode
- Sales & service GUI dashboard and analytical reports
- Automated features
- Global Access 24/7 from multiple devices
- Improved collaboration
- Integration with 3rd party application

Abaxis provides leading edge technology, tools and services that support medical practices, enabling physicians and veterinarians to respond to the health needs of their clients.

Abaxis's mission is to supply point of care blood analyzers to the medical and the veterinarian market. Their tools and services support medical practices, enabling them to respond to the health needs of their clients at the point of care while operating economical and profitable practices. Abaxis is headquartered in northern California, USA, and conducts operations around the world.

RESULTS

- Streamlined work flows
- View of KPI's through GUI dashboard
- Ability to view real-time data
- Better organization collaboration
- 360° view of additional selling opportunities

The Challenge

As a leader in the medical device field Abaxis supports medical practices with their cutting-edge technology tools and services. Their business sells medical equipment and provides credits on instrument consumables (rotors) to their customers. This process is managed by two different functions within the organization, making it difficult to handle leads and track the rotor redemption process that spans across multiple divisions. Abaxis legacy systems and processes could not withstand the new demands and where noticeably dysfunctional and disconnected resulting in:

- The inability to share information across multiple departments
- Limited vision to cross-selling and up-selling opportunities
- Inability to track production effectively
- Information silos and no real time accurate business information
- Miscommunication due to decentralized information
- Manual work-flows across multiple departments
- Inability to view real-time information
- Loss of revenue generated opportunities
- Loss of market share and leadership

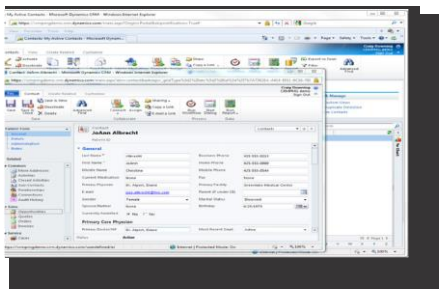
In fact, the vast majority of resources spent quality time data collecting from multiple disparate systems resulting in manual processes and potential loss of business opportunities rather than, retrieving information from a centralized database that could be accessed conveniently with true results and enabling fact based smart business decision making capabilities.

There was a need for a reliable, innovative solution that would simplify internal processes to improve work efficiencies, collaboration and develop a higher standard of customer service and satisfaction. To fulfill their needs, Abaxis initiated the consulting services of Positiveedge Solutions to implement a Microsoft Dynamics CRM (xRM) system that would solve their business challenges.

The Solution

PositiveEdge chose a collective approach that engaged Abaxis's internal teams enabling a greater understanding of their business situation including

GRAPHICAL INTERFACE



current business processes and underlying technology platforms and future business goals.

Customized applications were built into the Microsoft CRM system enabling Abaxis to:

- Analyze and monitor leads and credits at a 360 degree view
- Automate the credit and rotor redemption process
- Access and analyze real-time data information from a central location across multiple departments
- Ability to leverage captured customer information for up-selling and cross-selling opportunities
- Integrate Outlook 2007 with CRM 4.0 client to support offline mode

To enhance their business processes and expand their communication with customers, Abaxis wanted to utilize new technology such as social media and cloud. Enabling this technology allows them to communicate instantaneously with scaled resources.

Benefits

The Microsoft Dynamics CRM Solution enabled Abaxis to manage their overall business processes through an efficient system. This in turn maximized their return on investment by using Microsoft Dynamics CRM (xRM).

- Automated queue management
- Automated de-duplication of core records
- Capability to generate PDF quotation directly from CRM
- Credit redemption management with faxing capabilities
- SMS alerts on service assignments
- Territory based data alignment
- Sales & service GUI dashboard and analytical reports
- Generate reports and downloads in multiple formats such as PDF, Excel, CSV, TIFF and MSHTML
- Bi-directional integration with downstream applications
- Outlook integration with offline capability
- Seamless accessibility using Active Directory



The Results

PES successfully implemented an advance Microsoft Dynamic CRM solution for Abaxis with custom features that support growing cloud and social technologies. With streamlined processes and integrated centralized information they are now capable of supporting the distribution of Rotor Re- demption Credits to their customers quickly.

About Positiveedge Solutions

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our uncommon commitment to project success, along with our comprehensive knowledge of Microsoft technologies and backed by broad industry experience and methodologies, we extend core business platforms to create commercial advantage for our customers.

By leveraging our unique onshore/offshore delivery model, our consultants work around the clock to provide solutions quickly and cost effectively, which add measurable value to your business.

Next Step:

Contact us to discuss how we can help with your business needs.

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