



ABAXIS DEVELOPING LEADING-EDGE POINT-OF-CARE TECHNOLOGY FOR MEDICAL PRACTICES

Abaxis provides leading edge technology, tools and services that support medical practices, enabling physicians and veterinarians to better 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.

The Challenge

As a leader in the medical device field, Abaxis enables physicians and veterinarians with cutting-edge medical technology equipment and services and provides them with credits on instrument consumables, such as rotors, to their customers. Sales for medical equipment and instrument consumables are treated as two different functions within the organization and managed separately, making it difficult to handle leads and track the rotor redemption process that spans across multiple divisions. As they faced rising customer demand, Abaxis's disparate legacy systems and processes were unable to keep up as a result of:

- Lack of information sharing across multiple departments
- Limited visibility into cross-selling and up-selling opportunities
- Poor production monitoring capabilities
- No accurate real-time business information due to disparate information silos
- Miscommunication between departments due to decentralized information
- Inefficient manual work-flows across multiple departments

These systemic faults lead to the company wasting resources on manual data collection from multiple disparate systems, resulting significant opportunity losses and gravely impacted the business's market share and industry leadership position.

The company needed to implement more integrated and robust data management systems to enable information retrieval from a centralized database to improve data accessibility across the enterprise while providing them with accurate and actionable information that can drive smarter business decision making capabilities. There was a clear need for a reliable, innovative solution that would simplify internal processes and improve work efficiencies, collaboration, and develop a higher standard of customer service and satisfaction. Abaxis engaged the consulting services of Positiveedge Solutions to implement a Microsoft Dynamics CRM (xRM) system that would address their specific business need-state.



The Solution

PositiveEdge engaged Abaxis's internal teams in order to obtain a clearer understanding of their business situation, auditing their business processes and underlying technology platforms. Through the course of the collaboration, PositiveEdge developed customized applications built on Microsoft's CRM system that were aligned with their intended future business goals, enabling Abaxis to:



Analyze and monitor leads and credits with 360 degree visibility



Automate Abaxis's credit and rotor redemption process



Access and analyze real-time data information from a central point of access across multiple departments



Leverage captured customer information for up-selling and cross selling opportunities with improved CRM capabilities



Integrate Outlook 2007 with the CRM 4.0 client to support offline mode

With their expanded CRM capabilities, Abaxis was now able to engage their customers on an entirely new level, enabling them to communicate instantaneous with scaled resources.

overview

INDUSTRY
Medical Equipment

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

RESULTS

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

The Benefits

Microsoft Dynamics xCRM Solution enabled Abaxis to drive efficiency improvements across various business processes while maximizing their return on investment.

- ✓ 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 and download reports 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

PositiveEdge's successful implementation of an advance Microsoft Dynamic CRM solution for Abaxis equipped them with custom tools and features allowed them to leverage cloud and social technologies. As a result, Abaxis was able to streamline their processes and better integrate their information systems with their business processes, enabling them to better manage their rotor redemption functions and deliver responsive service to their customers.

ABOUT POSITIVEEDGE SOLUTIONS

Positiveedge Solutions helps customers design, develop and deploy software solutions for critical customer-facing business challenges. With our unparalleled commitment to customer and project success, along with our comprehensive knowledge of Microsoft technologies and broad industry experience and methodologies, we extend the capabilities of 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.

