iOrderMed empowers sales teams at The Client to capture orders in the field and seamlessly synchronize the data with their CRM platform

THE CUSTOMER

The Client is a privately owned medical device manufacturer based in Oregon. The company designs, manufactures, and markets orthopedic implants and surgical devices. They sell its products directly through their sales representatives and a distribution network.

BUSINESS PROBLEM

The Client has over 5000 products in their catalog and it is important that the sales reps are able to search for these products and complete their complex sales process with ease on mobile devices. In addition, due to the nature of products sold, orders are captured offline in hospitals and outpatient surgery centers and thus the process is expected to work seamlessly with or without wifi. In order to capture up-to-date pricing, iOrderMed must be integrated with SAP's pricing engine and later synchronized with Oracle's CRM platform. Electronic signatures must also be captured at the point of sale to ensure compliance with medical regulations.

SOLUTION

FocalCXM's iOrderMed addresses the majority of the requirements. While the core platform is integrated with AWS and connects with various CRM platforms, it has the flexibility to connect to a private data cloud and synchronize with back end platforms such as SAP and Oracle's CRM On Demand. In addition, Focal's Engineering works closely with The Client and addresses any new requirements by following an agile development methodology. This synergy has empowered The Client to be more responsive to the user's needs and also helped to improve the application over the last few years to make iOrderMed a true Enterprise Grade Order Capture Platform. iOrderMed works seamlessly with Salesforce and Oracle CRM On Demand.

RESULTS

Below are the key metrics from the last three years since The Client has been using iOrderMed

$30M	18K+	200+
Value Captured	Orders Captured	Sales Representatives